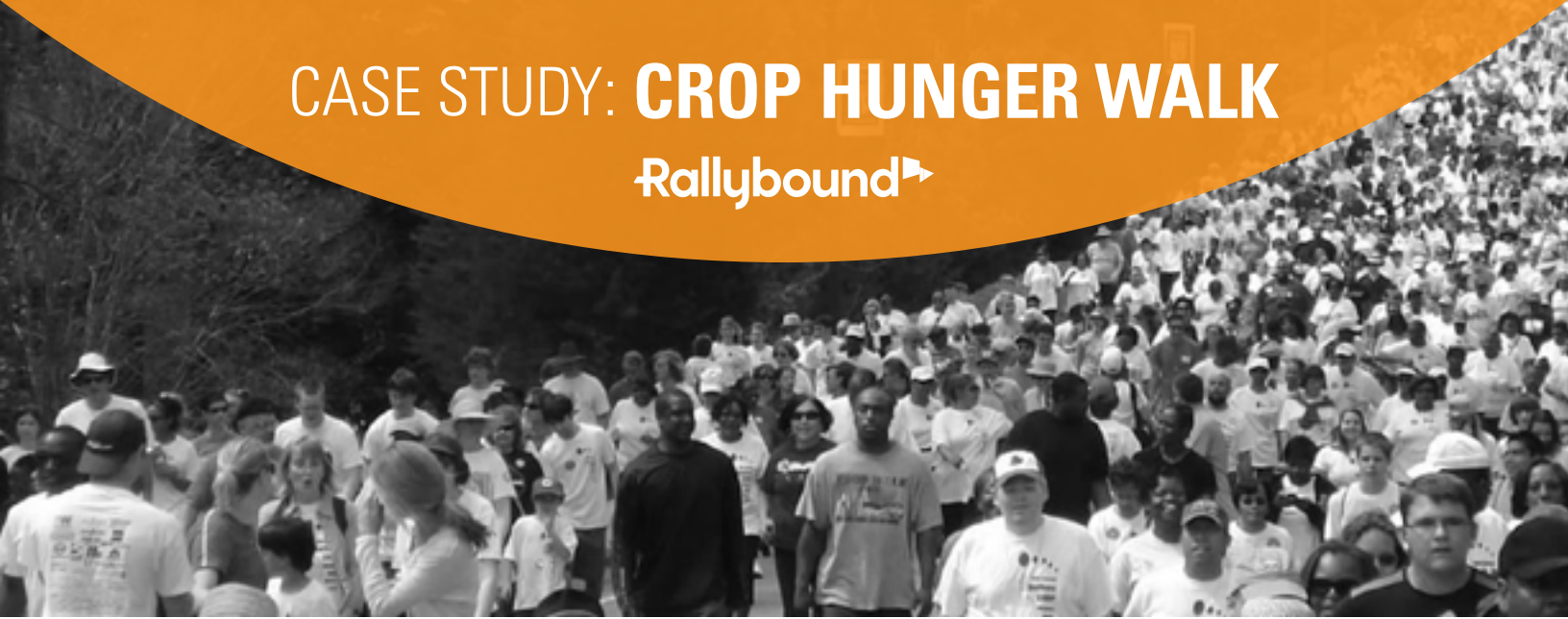


CASE STUDY: CROP HUNGER WALK

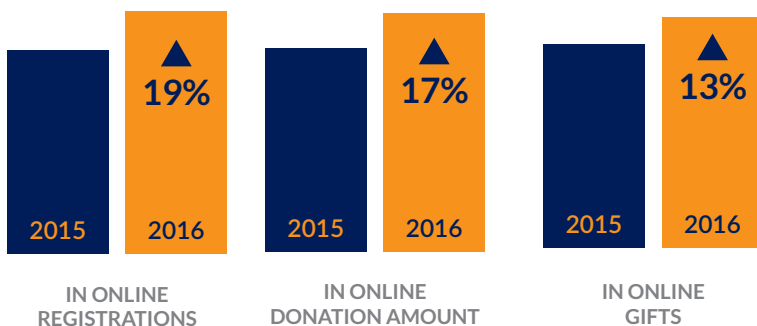
Rallybound



Bridging the generational divide with the Rallybound Platform

CROP Hunger Walks are community-wide events sponsored by Church World Service (CWS) and organized by local congregations or groups to raise funds to end hunger at home and around the world.

In 2016, CWS switched to Rallybound for its 1,000 CROP Hunger Walks nationwide. Since the launch of the new website CWS has seen a number of increases in peer-to-peer fundraising online:



"There are several ways to get to somewhere on the CROP Hunger Walk website, which is helpful for our older demographic. Rallybound's platform really helps our fundraisers get online and stay online."

-Mary Catherine Hinds,
National Community Events Strategist, CWS

RALLYBOUND HAS HELPED THE
LONGEST RUNNING WALK-A-THON
SERIES IN THE NATION TO
EXPAND ONLINE

 \$10 Million Raised
1,000 Walks 
 120,000 Participants
1 Platform 





Solution: **AN EASY-TO-USE FUNDRAISING WEBSITE**

Earlier in 2017, Rallybound rolled out a redesigned and more powerful version of our administration portal, the interface that both nonprofit staff and volunteers use to access settings and data from their fundraising websites.

With its hundreds of walks, CWS has found the ability to put campaigns, settings and payment processors into groups, very helpful. CWS' Hinds says that the new admin is, "so easy for me, including pulling reports."

"Overall we're getting much more in terms of support from Rallybound," says CWS' Baker. "Rallybound's support is extremely responsive and helpful, making it easier for our internal support staff to field technical questions and assist our online participants with their questions," continues Baker.

"Compared to other fundraising services in the marketplace, one thing that stuck out to me was that the Rallybound team really knows and believes in its own platform," Baker states. He says he's able to get straightforward answers about what Rallybound's software is capable of, as well as what Rallybound's product team is working on to further innovate.

Along these lines, CROP Hunger Walk will for the first time in its long history have dedicated native iOS and Android apps for fundraisers across the country to track and share the progress of their peer-to-peer fundraising efforts while on the go. These branded apps are also built by Rallybound and will fully integrate with fundraiser dashboards on the main website. Both Hinds and Baker say that CWS is excited for this to become available for their supporters later in 2017.

