

REDESIGN FOR EFFICIENCY AND RESULTS!

The Lord's Place, SleepOut

A Case Study

The Lord's Place, a nonprofit, non-sectarian organization committed to breaking the cycle of homelessness, was looking to reignite the fire of SleepOut, its annual fundraising event. Proceeds from the event had declined over the previous two years, and the group had even considered dropping the event altogether.

Teaming up with Cathexis Partners to bring the event online proved to be the spark SleepOut needed.

SleepOut participants spend one night sleeping in sleeping bags or tents under the stars to raise money to end homelessness in Palm Beach County, Florida. Before 2011, The Lord's Place had an organizational website, but they had never used the Internet to recruit participants in SleepOut or to raise money in support of the event.

Cathexis Partners worked closely with The Lord's Place to redesign the organization's website and created a full site design for SleepOut using Convio's TeamRaiser platform. The

complementary designs for the two sites made for a seamless user experience.

Because SleepOut had never had a dedicated website, advisors from Cathexis Partners could use their TeamRaiser expertise to help The Lord's Place take full advantage of the platform's capabilities from the start. From simple process flow to use of milestone badges and coaching emails to encourage participants in their fundraising efforts, the SleepOut site had it all.

The team began working together near the end of October, and both sites were ready to launch in early January, just more than two months later! Despite launching the site a mere three months before the April event, SleepOut 2011 proved to be wildly successful.

The stated goal for the 2011 event was \$100,000, a 25% increase over the 2010 total. This was a goal that even Jeremy Morse, Director

Reignite your mission with a site redesign



of Development for The Lord's Place, thought was a bit of a reach.

As of mid-April, though, the event had raised more than \$130,000 – a 64% increase over the 2010 total, and even more than the total raised in 2008 before proceeds started declining.

"I think this is good evidence that the team approach made the crucial difference. I have no doubt our team numbers will double next year because we really got a late start in 2011, and everyone is excited we did so well."

*Jeremy Morse
Director of Development
The Lord's Place*

In all, 28 teams and about 120 individuals signed up online to participate in the 2011 SleepOut. Given the limited amount of time the group had to recruit and fundraise through the TeamRaiser site, all indications are that the 2012 event will be even bigger and more lucrative.

Cathexis Partners helps non-profit and other socially minded organizations raise funds, expand house files and spread the word about their mission more strategically and effectively.

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