

Contributory Powers Centre Gives 2017

(And Why Centre Foundation Funded a New Giving Day Platform)

The Challenge

Centre Foundation knew the full impact that Centre Gives, their annual Giving Day event, had on the community. Raising millions each year and sparking new relationships with donors and nonprofits, it had become a fixture in the community.

But their success hadn't come without turbulence. They were dissatisfied with their current Giving Day platform, and needed to find a long-term, stable solution. In particular, they wanted a platform that would bring a fun and exciting dynamic to the event.

The Approach

Centre Foundation opted against switching platforms and instead turned to West Arête for a better solution. As a local, trusted technology partner with twelve years experience creating mission critical, high traffic web solutions, they were a perfect fit. More importantly, West Arête's mission to "do good in the world" established a common groundwork for developing a new Giving Day platform.

West Arête took Centre Foundation through a structured process that they'd honed over hundreds of projects. They collectively

considered everything from usability for younger and older visitors to gamification to a detailed exploration of threats, vulnerabilities and variables that might affect the day's success. The foundation felt it made all the difference to work with a team that was attentive to their specific needs, addressing both the functionality they needed and their big goals for their Giving Day.

The Results

In the end, Contributory was born – both as a platform to power Centre Gives and as a solution for Giving Days across the country.

Centre Gives 2017 was a 36-hour event in which Contributory guided \$1.4 million into 147 nonprofits. It went off without a hitch and worked exactly as planned. Event engagement significantly improved. So much so that some donors kept the website open throughout the event so they could watch the live leaderboard for their favorite nonprofit. In fact, at one nonprofit's Centre Gives happy hour, families gathered around a screen and cheered as their donations put the organization at the top of the leaderboard. In the end, it was the largest Giving Day in Centre Foundation history.

Centre Gives 2017

\$1.4M
Raised over 36 hours

147
Nonprofits served

85%
Of Donate Page visitors
made a donation

2x
Donations and traffic
during prize periods

41%
Increase in donations
from 2016 to 2017

100%
Uptime

100ms
Page load time during
peak usage

"Contributory completely changed our Giving Day. We raised 20% more than last year and our community was more engaged than ever before."

Molly Kunkel
Executive Director of Centre Foundation

