

# Viral Card Campaign

Breathe new life into giving on your site. By giving your donors the option of giving AND honoring someone with that donation, you can multiply the effect of one donation and provide donors a great vehicle for honoring others.

## How it works:

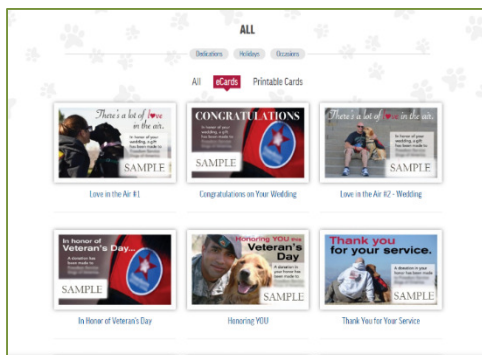
A “card store” is set up within your existing site. For many sites it is a simple plugin that can be installed and then customized to your specific needs.

Donors come to the site and click on the link to the card store.

They can select from a variety of cards that match your mission and purpose.

They enter the amount they are donating, the content for the card and choose whether the card should be sent electronically or downloaded and printed as a pdf (a print and send by organization option can also be added).

## CASE STUDY:



One non-profit set this up on their site in 2015. Donors can select from a variety of cards from holiday cards, to congratulations to thank you's and “in honor of” cards. This particular organization helps Veterans so there are “In Honor of Veteran’s Day” cards. Each organization can add and change cards and add and change categories. After one full year of use, they saw a 334% return on their investment. With no additional outlay required, they are on track for a 1000% return on their investment over three years.

## Possible Uses:

- **Simply to honor someone** in your life as a one-time donation
- **For leaders to recognize multiple people** in their organization – for example donating \$1000, \$250 each to recognize four managers.
- **To challenge others.** A board member might make a \$1000 donation and challenge one or more others (who receive the cards) to find someone in their network to recognize / challenge by making a similar donation.



Start growing your donations with a Viral Card Campaign today – call 303 268-2245 x. 4