



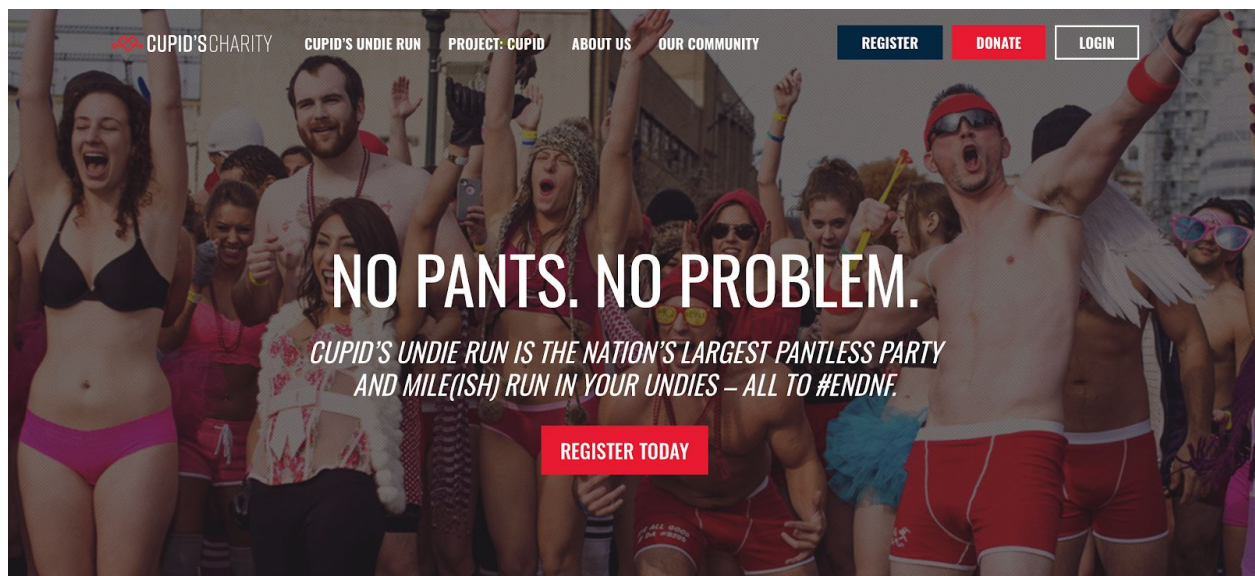
0% Fees. 100% Flexible. The Blue Sky Advantage.

CLIENT SPOTLIGHT : *CUPID'S CHARITY*

CHALLENGE : *CUT COSTS TO INVEST IN GROWTH*

At **Blue Sky Collaborative**, we have the opportunity to work with hundreds of nonprofits and schools of all types. In this spotlight we highlight one of our long-standing clients who **leveraged our 0% fee structure and commitment to feature customization to propel their fun and creative event into unprecedented success.**

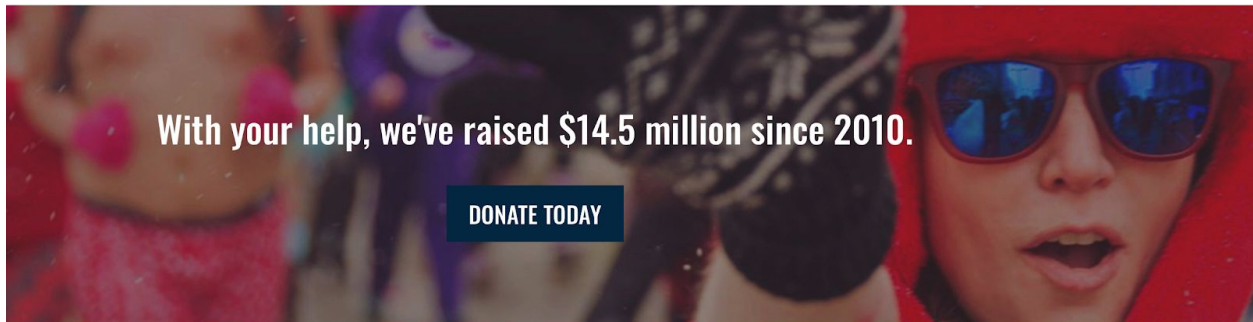
Cupid's Charity (<https://cupids.org>) is a rare disease organization in Denver, Colorado dedicated to advocating for Neurofibromatosis (NF). Cupid's is one of a multitude of success stories of how switching to a system that is **0% fees and 100% flexible** can propel an organization to exponential fundraising growth. Cupid's Undie Run campaign with an average gift size of \$45, went from \$10,000 to \$4,500,000 as a multi-city, peer to peer fundraising campaign.



We are so proud to be their partner and be able to share their story with you.

WHAT THEY DO

Cupid's Undie Run is a mile(ish) run in your bedroom-best hosted each February. Multiple cities host 'Brief' runs, a BIG party and raise millions!



"No, they are not crazy, they are just crazy serious about raising money for The Children's Tumor Foundation and neurofibromatosis research." Neurofibromatosis (NF) is a genetic disorder that causes tumors to grow on nerves throughout the body, causing blindness, deafness, learning disabilities and severe chronic pain.

Cupid's supporters fundraise because they believe there is a cure for NF around the corner. Whether they're dropping pants in February for their Cupid's Undie Run or starting our own Do-It-Yourself (DIY) fundraising projects, their passionate community won't stop until they #EndNF. 100% of their net proceeds go specifically to research.

EARLY DAYS

CHALLENGE

Cupid's Undie Run (Cupids.org) began as many peer-to-peer events do, they created an event, needed to collect registrations as well as empower runners to fundraise through donation pages.

The challenge, they were operating for a **rare disease** and did not have the advantage of public recognition nor did they have a large network to pull from. Most importantly, they could see growth in the future, but did not see a way to invest behind their ideas. The major reason being they were paying online processing fees from their software provider that took 3-5% of their fundraising dollars each year. Each dollar paid in fees, was a dollar that could not be invested to help in the battle against the rare disease neurofibromatosis.

Finally Cupid's leadership had clear ideas on how enhancing their fundraising software would increase the entire organization's productivity and revenue growth. Their software provider could not flex to implement those ideas.

NEED

Software provider with a predictable costs and flexibility to implement their needs and ideas. Switching costs from existing fundraising system low.

BLUE SKY COLLABORATIVE ADVANTAGE

0% FEES & 100% FLEXIBILITY

Cupid's approached Blue Sky Collaborative with the request to create design, features and integrations that their current provider could not support, such as:

- Organization created branding and messaging
- Fundraising / Donor / Admin mobile friendly pages across the site
- Unique volunteer management features
 - Volunteer director views to monitor event location progress and
 - Tools to communicate with participants
- Unique milestone notifications (email/text) to motivate fundraisers
- Organization selected integrations for
 - Email marketing, Donor management (CRM) & Business Intelligence
- Organization's preferred credit card processor and other payment options



“Cupid's 37 National and 10 international events all occur on basically the same day and they are run entirely by volunteers. With that scope, **our technology had to be incredibly robust, incredibly user friendly, and incredibly cost effective. Blue Sky has been that solution. Without Blue Sky, we never could have grown the way we did.**”

- Chad L. Executive Director

Advantages of Software Flexibility

Knowing that fundraising software is only one of many costs an organization has in running a successful campaign, Blue Sky wanted Cupid's to view them as a 'partner' to invest with, not a 'vendor' to manage.

Therefore Blue Sky Collaborative balanced Cupid's short-term needs with its long-term vision to ensure over time they received as much value as possible. Feature reviews and suggestions were a balance of how to improve fundraiser experience, raise funds and control costs. Outcome was the ability to achieve:

1. Fundraising & Event Operational Flexibility for:
 - Participants / Donors / Staff / Volunteers
2. All the features you need plus any you can imagine
3. Integration flexibility for CRM, Email, Business Intelligence tools

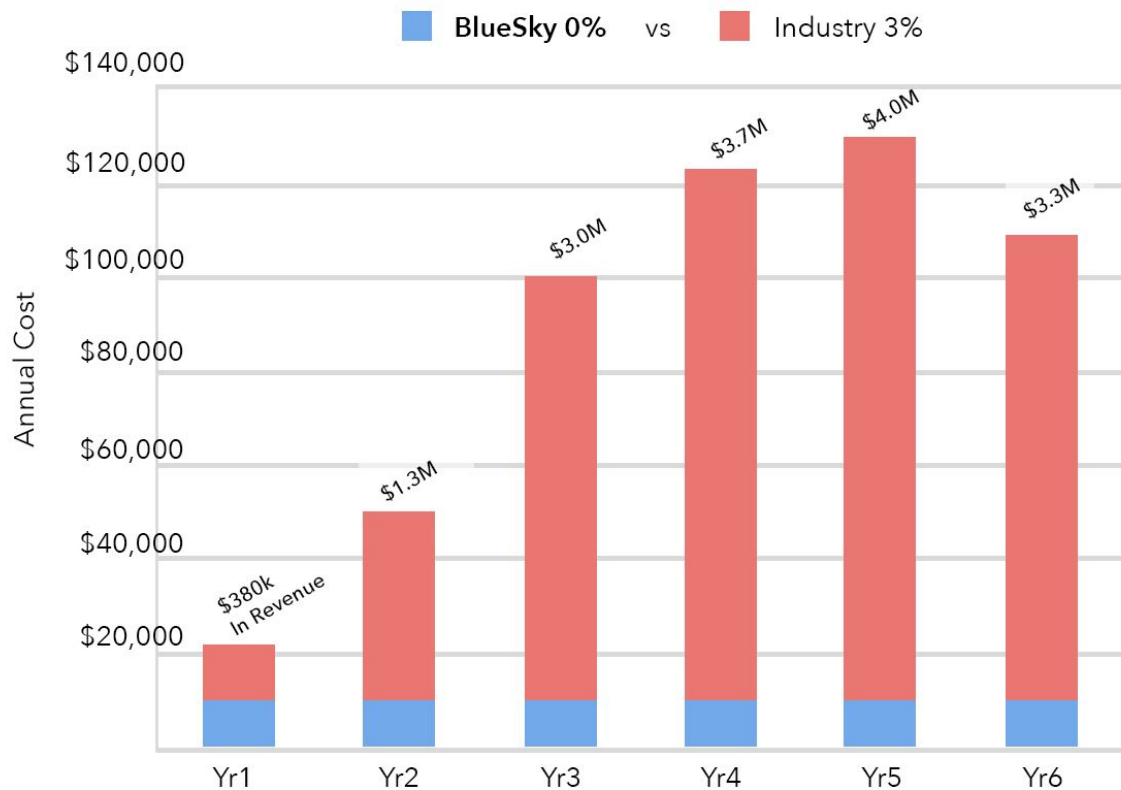
"Paying a technology provider increasing fees because we were succeeding made no sense."

0% FEES = THE \$500,000 ADVANTAGE

What would your organization do with an extra \$500,000?

Making peer to peer fundraising software costs straightforward and predictable supported Cupid's Charity's vision to invest and grow their campaign and ***allowed their creativity to be limitless.***

Because of Blue Sky's 0% Fees and 2% credit card fees Cupid's **saved over \$500,000** in just the past six years.



“We saved \$500,000 in 5 years using Blue Sky as well as generated 10X more fundraising revenue because of it.”

- Chad L. Executive Director

EXECUTIVE SUMMARY



Cupid's Undie Run, a rare-disease organization with an average gift size of \$45, went from \$10,000 to \$4,500,000 as a multi-city, peer to peer fundraising campaign. Powered by Blue Sky's SWEET! platform, customized to meet their fundraising and event management needs ongoing.

As operating for a rare disease they did not have the advantage of public recognition nor did they have a large network to pull from. Most importantly, they could see growth in the future, but needed dollars to invest. They could not see that happening when paying software processing fees to their current provider.

Blue Sky Collaborative met Cupid's need to create fundraising enhancements and integrations that their current provider could not support, such as:

- Fundraising & Event Operational Flexibility for:
 - Participants / Donors / Staff / Volunteers
- All the features you need plus any you can imagine
- Integration flexibility for CRM, Email, Business Intelligence tools

Because of Blue Sky's feature customizations, 0% fees and access to 2% credit card fees Cupid's saved over \$500,000 in six years. Most importantly Cupid's generated exponential fundraising growth to defeat Neurofibromatosis (NF) .

"Without Blue Sky, we never could have grown the way we did."

- Chad L., Executive Director, Cupid's Undie Run