

# Case Study:

*Saint Ignatius H.S. doubles online support for scholarship drive.*



## Overview

“We were looking for ways to improve our annual scholarship drive and had two primary objectives: make it easier for constituents to support the drive and make it easier for the organization to administer it,” said John Morabeto, Vice President of Institutional Advancement at Saint Ignatius High School, Cleveland, OH.



Learn how, by accomplishing these objectives, Saint Ignatius doubled online contributions to its annual scholarship drive.

## The Scholarship Drive

Saint Ignatius High School is a private, Jesuit school; it has been providing quality education for boys in Cleveland, OH since 1886 and continues to be leader in Catholic high school education. Every year, the school conducts a drive to fund academic scholarships. Raffle tickets are sold for \$5 each. At the end of the drive, prizes are drawn: \$50,000 Grand Prize, \$10,000 2<sup>nd</sup> prize, \$5,000 3<sup>rd</sup> prize.

Students are responsible for selling tickets to family and friends. Throughout the drive, individuals, home rooms, and classes compete with one another for prizes awarded for the greatest number of tickets sold. Hundreds of thousands of dollars are raised each year.

## **The Problem**

Managing online and offline ticket sales & reporting daily progress for individual students, home rooms and classes is no small task. Demand for online ticket sales has been growing steadily, but the process for online purchase was cumbersome and the administration of those sales was time consuming and manual. At an annual workshop, staff expressed frustration with the process and the administration agreed to allocate resources to identify a solution.

## **The Solution**

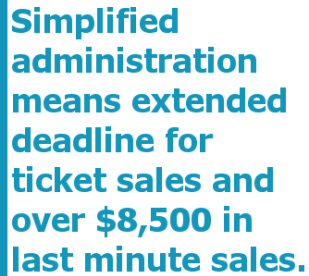
Big River provided a cloud-based raffle ticket sales solution that integrated seamlessly with the school's website. Each student was supplied with a personalized URL (PURL) to share with friends and family. When used, it pre-populated the online form with that student's data so purchased tickets were appropriately allocated to him.

Buyers approaching the website without a PURL could search for a student designee or could leave their tickets undesignated. Purchase was finalized with a credit card or ACH transaction and tickets were delivered to the buyer as a .pdf attached to the receipt email. To minimize risk of chargebacks, transactions appeared on credit cards and bank statements with ST IGNATIUS identified as the vendor.

An easy, one page online purchase process made buying tickets easy and eliminated complaints and phone calls. Those who

purchased online avoided the hassle of manually filling out ticket stubs and/or running the risk of losing a physical ticket. They could simply save the receipt email and refer to it when time came for the prize drawing.

Previously, staff configured and printed labels for each online ticket sold and manually affixed the labels to ticket stubs. Big River enabled staff to export online sales data in batches and print ticket stubs for addition to the hopper, eliminating the need for labels entirely. Roll up reports



**Simplified administration means extended deadline for ticket sales and over \$8,500 in last minute sales.**

by student, home room and class made it easy to share results with the student body and keep progress reports current. Due to the simplification of back end administration, St. Ignatius was able to keep online sales open for several days longer than in previous years. This resulted in over \$8500 in last-minute ticket sales.

## **Final Result**

- Over \$45,000 raised in online ticket sales. 2x previous year's sales.
- Clear, easy online experience for buyers eliminated phone calls and emails and freed up staff to work on other things.
- Simple reporting eliminated manual data entry saving time & money.

## Parting Words

“Big River not only provided a software solution... they proved to be a valuable partner, working alongside our staff to ensure the success of the drive. Ultimately, new efficiencies made managing the campaign so easy...We are already looking forward to implementing additional solutions with Big River and anticipate a long and fruitful relationship with them.” – John Morbeto, VP of Institutional Advancement, Saint Ignatius H.S.

## About Big River

Big River is a software provider with cloud-based platform solutions for all types of donor commerce.



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