



CASE STUDY //

LAUNCHPAD6 HELP THE CHEER CHOICE AWARDS ELEVATE TO NEW LEVELS

Spread the Cheer USA selected Launchpad6 for their biggest fundraising event of the year and achieves stunning results!

THE CHALLENGE

Spread the Cheer USA is a not for profit organisation that helps families across the USA with basic necessities during hardship. The Cheer Choice Awards is their biggest fundraising event of the year.

The Cheer Choice Awards is a social media-based awards event honoring positivity from creators on all forms of social media platforms.

In year one of the awards, Spread the Cheer managed to raise just enough funds to break even. The peoples choice votes were managed very manually which made it time consuming and it was not scalable.

However to raise enough donations to elevate the fundraising power of the awards, new opportunities for fundraising needed to be identified.

Danielle Claudio, President and Founder of Spread the Cheer came up with the idea of leveraging an online solution to collect vote based donations for creator nominees. Leveraging creators to promote the award amongst their followers and at the same time raise donations seemed like an innovative and powerful way to raise donations.

CHALLENGE

Raise awareness of the Spread the Cheer USA not for profit

Allow creators to promote the good they do to help the community

Provide a way to raise donations to help families right across the USA

SOLUTION

Provided a polished and easy to use awards website

Provided a secure voting solution that enabled both free and multiple vote donation options.

Provide an easy way for award nominees to share and promote their profile to garner vote donations

SERVICES OFFERED

ContestPad Premium Package

White labelled website

Donate to vote feature with integration to payment gateway

RESULTS

- ✓ 3.75M+ views over 2 months
- ✓ Over \$150,000 raised in donations
- ✓ 300%+ increase in profits
- ✓ 400%+ increase in social followers

SPREAD THE CHEER BEGIN THEIR SEARCH FOR A PLATFORM

Once the idea was born, the challenge was to find a platform that could provide the functionality and scale in order to provide a great experience to collect donations. "We found that there were not many platforms that could provide the vote based donation capabilities we were looking for" says Danielle.

Some of the key platform requirements included the ability to:

- Collect and host a large number of nominee profiles that would allow the public to vote for,
- Facilitate both free and donation based voting to raise funds for the Spread the Cheer cause,
- Provide the ability to support an engaging experience through photo's and video content for each nominee profile.

"With the extra donations raised through the platform it now allows us to help at least another 500+ families."



DANIELLE CLAUDIO,
President & Founder,
Spread the Cheer USA



Scaling and managing this campaign meant finding a platform partner that would:

- Create a beautiful and polished experience that aligned with the Cheer Choice Awards brand,
- Give nominees an easy way to promote their nomination with family and friends,
- Support the collection of donations through votes from across the globe,

LAUNCHPAD6 DELIVERS

After scouring the web, Spread the Cheer found Launchpad6 and it was the only solution that ticked all the requirements:

PLATFORM CAPABILITIES MATCH REQUIREMENTS

- ✓ Launchpad6 natively supported a nominee gallery for creators which included both videos and photos,
- ✓ Launchpad6 provided a great polished experience,

- ✓ Launchpad6 made it easy for nominees to promote and raise donations through social and profile link sharing
- ✓ The platform could accept vote payments to help facilitate the funding of the awards and social cause
- ✓ The platform was fully supported to allow the event to scale without any technical knowledge from the Spread the Cheer team.

Launchpad6 is helping organisations like the Spread the Cheer USA to raise the awareness or their awards programs and significantly increase much needed donations.

AN ONLINE AWARDS SUCCESS!

In the first year of the awards using the Launchpad6 platform to collect vote donations, the Cheer Choice Awards was able to exponentially raise more funds and increase profits by more than 300%.

Over 2 months the online awards achieved over 1.3M visits and 3.75M page views and over \$150,000 in donations which enables the organisation to provide much needed help to families across the USA.

Leveraging the platform helped Spread the Cheer organisation in so many ways. *"With the extra donations raised through the platform it now allows us to help at least another 500+ families."* said Danielle.

The Spread the Cheer USA was also able to increase their social followers by over 400% which is vital for creating awareness.

With the amount of traffic and exposure the online awards component has generated, there is also greater opportunity to sponsors of the awards.

The Launchpad6 solution was able to elevate the Cheer Choice Awards to another level and the team are looking forward to even greater results for the future awards leveraging and partnering with Launchpad6.



Launchpad6 is a leading supplier of contest solutions including the most flexible and agile UGC awards platform on the planet.

For more information or a no obligation trial, visit our web site or contact us using the email address below.

Launchpad6 trading name for Buzz Box Video Company | www.launchpad6.com | enquiries@launchpad6.com