



THE DREAM VOICE

Virtual Fundraiser

CASE STUDY //

VIBHA EXCEEDS FUNDRAISING GOALS WORKING WITH LAUNCHPAD6

Challenged by COVID-19 restrictions, VIBHA decided to create an online event that has delivered in ways VIBHA could only have dreamed.

THE CHALLENGE

VIBHA's mission is to ensure that every underprivileged child attains their right to education, health and opportunity. Relying heavily on donations, often generated via in-person events, VIBHA faced similar challenges to many other charitable organisations because of COVID-19.

"Due to many of the physical events being cancelled we found it hard to raise funds" says Vivek Sharma Director, Finance & Administration for VIBHA explained.

Not only was fundraising significantly affected, the spirits of volunteers, patrons and the children themselves also needed a boost. The goals of increasing fundraising and activating community engagement inspired the idea of 'The Dream Voice', an online competition where children helped by VIBHA could record and upload their singing talents, and supporters would donate to vote for their favourite entrants.

THE SEARCH FOR A PARTNER WAS ON!

The competition would be open to children from both India and the USA across several age groups. The specific goals for The Dream Voice were to:

CHALLENGE

Find a way of replacing in-person fundraising revenue that was lost because of COVID

Building awareness of VIBHA's important work with underprivileged children

Provide a platform for community engagement

Collect new contacts to broaden reach to new audiences

SOLUTION

Pivot to an online talent fundraiser with Launchpad6

Work with a partner who delivers video upload, gallery and voting

Leverage entry and voting payment gateway for fundraising

SERVICES OFFERED

ContestPad Video Contest (Premium)

White labelled microsite for dedicated VIBHA branded portal

RESULTS

- ✓ 250,000+ views
- ✓ 14,000+ new contacts
- ✓ Raised over US\$33,000
- ✓ 400+ entries
- ✓ 1650% ROI

- Raise funds for VIBHA programs in India and the USA
- Expand the reach of the VIBHA name and connect with new audiences all over the world
- Build awareness of how VIBHA is helping underprivileged children, especially in these challenging circumstances.

Running an online competition was a first for VIBHA, this meant finding a platform partner that would:

- Manage the scale and detail across at least two different countries
- Be easy and fast to set up
- Give entrants an intuitive and seamless way of uploading video entries from any kind of device
- Capture payment for entry and voting to deliver fundraising
- Deliver a judging portal to assess and award prizes to entrants

“We were even surprised in the amount we were able to raise with this online event.... Running a virtual event proved very beneficial and allowed us to connect to a new audience”



VIVEK SHARMA,
VIBHA Director, Finance
& Administration



LAUNCHPAD6 DELIVERS

VIBHA said when they discovered Launchpad6 they knew that they had found the partner who could deliver on all ‘The Dream Voice’ virtual event goals.

MULTIPLE FUNDRAISING CHANNELS

- ✓ The Launchpad6 solution is the only platform that natively supports payments for video entries. It also allowed entry and voting payments to be linked directly to VIBHA’s payment gateway.
- ✓ Additionally, although not part of the original brief, Launchpad6 also provides the capability to accept payment for votes, which further accelerated VIBHA’s fundraising capability.

PLATFORM CAPABILITIES MATCH REQUIREMENTS

- ✓ Launchpad6 allows for seamless judging and voting of entries across multiple rounds

- ✓ Video entries can be easily uploaded from anywhere on any type of device

BRAND BUILDING AND AWARENESS

- ✓ Wide participation meant collection of entrant and voter contact details for future contact

A FUNDRAISING, BRAND-BUILDING AND COMMUNITY ENGAGEMENT SUCCESS

The online singing contest generated an overwhelming response, with over 400 entries from all around the world generating **250,000+** views and raising **\$33,000**. The event achieved a **1,650% return on investment**.

"There was just no comparison in relation to the return on investment we achieved with this contest compared to physical events" said Sharma.

Almost more important than the funds raised was the value of the significantly increased exposure, engagement and support of participants, voters and patrons all over the world, as well as a platform to share some much needed fun, excitement and joy. Enabling connection with a new and enthusiastic audience has **increased their contact list by almost 25%** with the contact details of an additional **14,000 supporters**.

Although 'The Dream Voice' was born out of the need to adapt to the challenging times of COVID-19, VIBHA say they are delighted to have discovered such a powerful new marketing and fundraising solution. They now consider Launchpad6 one of their key tools to build their brand, engage with their audience and raise funds for the valuable work they do.

GO FOR LAUNCH!

Are you also looking for stress-free ways to deliver an event in a new and exciting way, while raising funds at the same time?

If yes, then contact Launchpad6 to find out how we can amplify your cause using online competitions!



Launchpad6 is a leading supplier of contest solutions including the most flexible and agile UGC contest 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