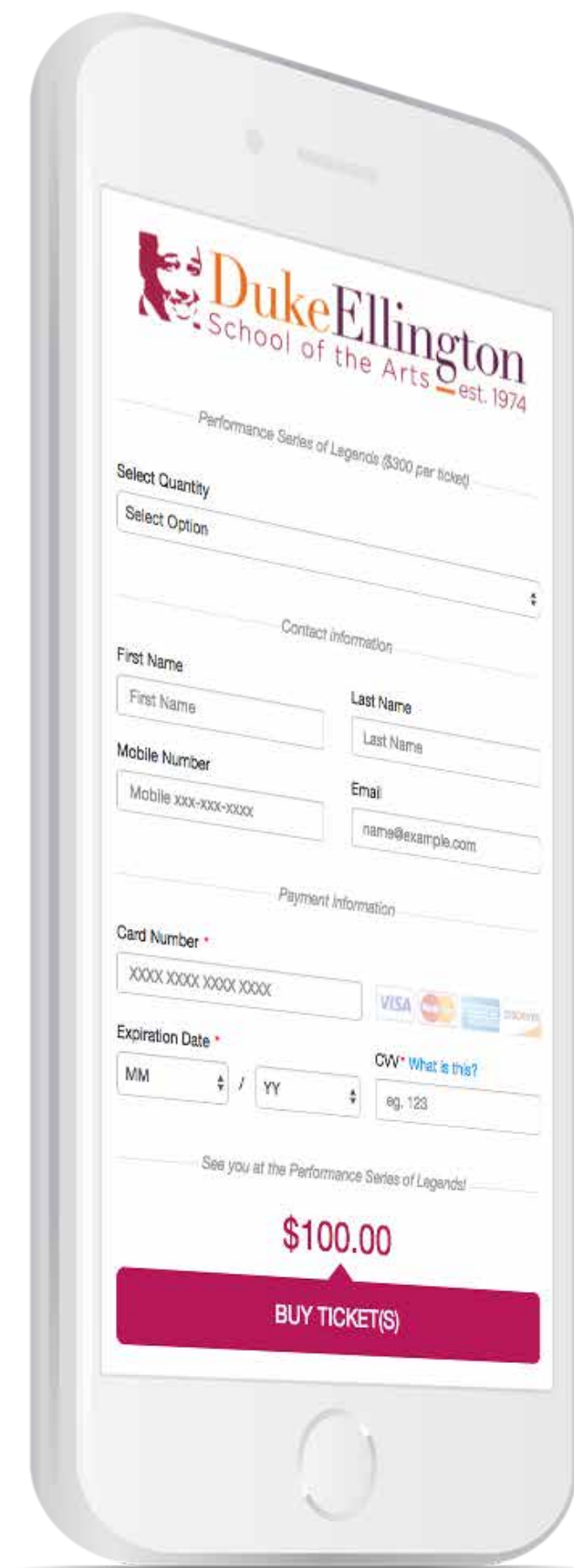


Success Story: Duke Ellington School of the Arts

Concert Sales, Run Walk Fundraising, Trip Crowdfunding, Class Payments, and More!



Duke Ellington School of the Arts, located in Washington, D.C., was founded in 1974 with the mission to nurture and inspire passion for the arts and learning in talented students who might not otherwise have the opportunity to develop their artistic skills. With so many departments and fundraisers, the school chose MobileCause to provide mobile and online fundraising solutions for a variety of campaigns.

For their annual Performance Series of Legends, famed acts like Dave Chappelle, an Ellington alum, and other leading artists like Earth, Wind and Fire perform, resulting in tickets and sponsorships to help support and raise awareness for the school. Attendees are instructed to text **DUKE** to **41444** to make a donation toward the \$50,000 goal. Donations were displayed on the **live fundraising thermometer**, creating an exciting moment of giving that encouraged the audience to work together to reach the goal.

For the annual One Mile Walk of Fame fundraiser, students and supporters were asked to raise money from friends and family for new initiatives within each of the school's departments. Using MobileCause mobile-friendly **crowdfunding** software, each volunteer fundraiser customized their crowdfunding page with their photo and personal message. Donors made donations online or by texting the volunteer fundraiser's own unique **keyword** with all donations attributed to the main campaign goal.

The school also employed MobileCause **trip fundraising** for their "The Duke: Finally in South Africa" initiative, with students promoting their fundraising pages on Facebook, Twitter, and by **text message**.

In addition, the school uses MobileCause **customizable online forms** for **payments** and **registrations** for classes and workshops for everything from show choir to student programs.

Campaign Results

- **Performance Series of Legends** concert: **\$62,000** raised; **137** donors
- **One Mile Walk of Fame** run/walk: **\$67,000** raised
- **South Africa** trip fundraising: **\$38,000** raised, **60%** conversion rate (110 out of 184 page visitors donated)
- **Class and workshop** payments and registrations: **\$25,000** collected
- **Total collected** to date: **\$265,931** from **2,001** donors