



## **Case Study - Courage Center Ski and Snowboard Fundraising**

### **Objective:**

Sustainable funding of the ski program has become a challenge in recent years. Ski shops and several ski areas in the Twin Cities metro area have donated used equipment to the **Courage Center Ski and Snowboard program** for the last 25 years. The used equipment is left over from ski swaps, trade-ins on new equipment, and aged rental equipment. Prior to the 2010/2011 ski season, some of the newest equipment was offered to volunteers in the program and the rest was disposed of in dumpsters. So the program's board decided to sell the equipment to support the financial needs for the 2010/2011 ski season.

### **Strategy & Execution:**

Courage Center partnered with Jobs Foundation, a nonprofit company that sells donated goods online. Jobs Foundation and Courage Center launched an engaging social media coordinated campaign on Facebook, Twitter, Video and Email to generate the most awareness with NO cost to either organization.

Specifically, all marketing focused on inviting visitors to a Jobs Foundation "Courage Center Ski and Snowboard Sale" page where people viewed a video of the items for sale, sizing charts for equipment. The content was continuously updated, guaranteeing a new message inviting people to participate in the sale each time people came back to the Page.

### **Results:**

The result of the auction was gross sales of almost \$22,000 for ski and snowboard equipment that was mostly thrown away for the last 25 years!

And for Courage Center, more than 400 people were introduced to Courage Center and the services offered.

"The Courage Center's partnership with the Jobs Foundation made it easy for my program to execute an absolute knockout fundraiser; with no overhead cost, minimal set up, with easy and effective marketing through a variety of Social Media. Even in its very first year of reinvention from 'Ski Giveaway' to 'Ski Auction' we saw great success, at a level that I have to admit was a bit unexpected."

-Nels Dyste, Courage Center Sports and Recreation Program Manager.