

QGIV CASE STUDY

Disability Rights Washington

OVERVIEW

RAISED OVER

<u>\$105,</u>000

WITH PEER-TO-PEER
& AUCTIONS

ABOUT

Disability Rights Washington, a private non-profit and the designated Protection & Advocacy Agency (P&A) for people with disabilities in Washington founded in 1972, is the only state-wide organization advocating solely for the rights of people with ALL disabilities, including physical, sensory, intellectual, developmental, learning, and psychiatric disabilities, traumatic brain injury, and chronic illness. Their mission is to advance the dignity, equality, and self-determination of people with disabilities. They work to pursue justice on matters related to human and legal rights.

Led by and taking direction from people with disabilities, Disability Rights Washington uses a variety of advocacy tools to creatively change systems, equip disabled people to advocate, and build intersectional, cross-disability power by organizing across Washington to break barriers that impede equal opportunities and to promote diversity and inclusion. Disability Rights Washington provides critical services - legal, public policy, and social media/video advocacy - to the more than 1.7 million Washingtonians with disabilities.

Challenge:

- Disability Rights Washington was on the hunt for a new online fundraising platform in preparation for their upcoming virtual fundraising event, Breaking Barriers. They needed:
 - ✓ Data in one place
 - Customizable event pages that are easy to use
 - An integrated thermometer to help drive engagement
 - Straightforward auction platform
 - ✓ Cost-effective pricing
 - Accessible interface for a variety of users that may have sensory disabilities

Solution:



Peer-to-Peer Fundraising



Auction Fundraising



CHALLENGE:

Disability Rights Washington was on the hunt for a new online fundraising platform in preparation for their upcoming virtual fundraising event, Breaking Barriers. They thought carefully about elements that were important to them when it came to selecting a new fundraising platform: customizable event pages that are easy to use with page tabs that make it easy to organize event information, integrated thermometer, integrated peer-to peer platform, a straightforward auction platform, cost-effective pricing, and an accessible interface for a variety of users that may have sensory disabilities.

Their upcoming event would need an event website, a virtual silent auction platform, and peer-to-peer component. However, the platform they were using at the time required two different systems that were not integrated and lacked an integrated thermometer. What's more, those two systems didn't speak to each other, which complicated their processes on the back end. Not only did this create a challenge for reporting, but it also limited their ability to pull the data they needed to thank their supporters in a timely manner after the event.

Additionally, they felt their current platform was outdated and wasn't conducive to customization, and the peer-to-peer website was not user-friendly. They wanted pages that were more aesthetically pleasing and easily customizable. Another top priority was customer service and support leading up to and

during their event to ensure everything was smooth, not only for staff, but also for event supporters.

To keep participants engaged and motivated to give, the Disability Rights Washington team identified that having an accurate fundraising thermometer that updated in real time would be a key visual element for their virtual event. They also determined that embedding the livestream of their event on their event's webpage would be beneficial. They couldn't accomplish this with their previous platform, so they had to redirect participants to another site to view the livestream.

To ensure all community members could participate and be included in the event, Disability Rights
Washington needed to ensure that any new platform would have an accessible interface. It needed to be easy to integrate several different accessibility components to ensure their virtual event's livestream and supporting event pages were as inclusive as possible for the community they serve.

For example, to aid low-vision users, it's crucial that the font on event pages is large enough and that the contrast of the pages is sufficient. Disability Rights Washington's Breaking Barriers event employs several strategies to improve access and inclusion so all community members can participate and enjoy the event and support the organization.

Home Watch Live Donate Register Giving Pages Silent Auction Barriers Sponsors Awards

Disability Rights WASHINGTON



Breaking Barriers



SOLUTION:

After doing some research and keeping their wish list top of mind, Disability Rights Washington discovered Qgiv. Qgiv offers auction and peer-to-peer events on the same system, which was perfect for their Breaking Barriers fundraiser, which used both platforms.

This simplified their reporting and donor thank-you process since all their data was easily accessible in one place. When compared to their previous platform, the Disability Rights Washington team felt it was a lot easier to utilize their event data with Qgiv. Keeping things in one system really made it easier for training purposes as well.

"Reporting was really important. Getting all the data into the system and then getting everything out so that we could properly thank our donors just took so much time [before]. The process was super quick and easy [with Qgiv] this year."

- Stacie Berger Siebrecht, Director of Strategic Partnerships

Their previous software felt outdated in design, but with Qgiv, they found that adding customizable elements to their event pages was easy. The team appreciated the ability to have tabs at the top of their event site to assist supporters with navigation, and in general, they feel Qgiv's platform looks better than what they were previously using. When it came to event page set-up, the team could create a page and manipulate it to fit their needs, especially when it came to positioning and sizing of different elements.

Disability Rights Washington identified that embedding a livestream of their virtual event would make viewing easier for supporters since they didn't need to be redirected to another site. Thanks to Qgiv's ability to embed videos, they were able to keep donors on their event site. Additionally, the team was able to utilize a fundraising thermometer embedded on their FundHub Live page. They were able to set up their fundraising thermometer to show the combined totals raised from their peer-to-peer and auction events. The thermometer also updated in real time as supporters continued to donate throughout the course of their virtual event.

For the auction portion of the event, they were able to schedule push notifications ahead of time within the Givi App to alert registered silent auction participants of important announcements, in addition to sending notifications as needed on the night of their event. For example, if the team noticed certain auction items weren't performing well, they leveraged Qgiv's Givi App to send out a text to draw attention to these items. Additionally, when it came time to close the auction, the process was simple and ensured easy payments by silent auction participants and donors.

Customer support was also identified as being crucial to creating a smooth experience for all, and the Qgiv team, along with Customer Success Manager Windy, delivered.



"Support was very important. I wanted to make sure that we had support leading up to and during the event. The support was excellent... you all were very, very responsive, and Windy went above and beyond."

- Stacie Berger Siebrecht, Director of Strategic **Partnerships**

Additionally, the team really appreciates Qgiv's flexibility when it comes to pricing. The team can add and remove packages as they see fit and pay for what they need, when they need it.

What about accessibility for the event pages and the event livestream? This was on the top of the list for Disability Rights Washington. The team prioritizes creating a truly inclusive experience, contemplating several event elements. In this virtual event, Disability Rights Washington included live captioning through StreamText, and American Sign Language interpretation by a Certified Deaf Interpreting team that was visible throughout the course of the livestreamed, embedded video.

For low vision users, all event speakers and videos include audio descriptions that provide a verbal description of what is displayed on the screen, painting a picture of the visual information in the event. Also, they provide written transcripts after the event for supporters. Disability Rights Washington has more information on steps that any organization can take to be inclusive, and they advise looking into their Rooted in Rights campaign, #AccessThat, to get more information on how to ensure any media that's produced is accessible, available at www.rootedinrights.org/accessthat.

We know that Qgiv made it possible for the Disability Rights Washington team to embed their inclusive, livestreamed event video right on their page thanks to the content and video widgets. The Disability Rights Washington team received additional feedback from a supporter with low vision after the event that the Givi App was easy to use! Also, the Qgiv event sites and interface are easy to navigate, which adds to the accessibility component.



THE RESULTS:

Disability Rights Washington's Breaking Barriers auction and peer-to-peer event raised more than \$105,000! The team received positive feedback regarding accessibility as a whole, and thanks to Qgiv's easy-to-use platform that comes with amazing customer support, the Disability Rights Washington team is already looking forward to their next Breaking Barriers event.

They've also come to realize that, even though they hope to be able to host a more traditional in-person event next time, keeping some virtual components within a hybrid event model will continue to foster an inclusive event for all!

RAISED OVER

\$105,000

WITH PEER-TO-PEER & AUCTIONS

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Fundraising



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Peer-to-Peer **Fundraising**



Auctions



Registration









