

LAMAR HS COLOR GUARD

HOUSTON, TEXAS

COLOR GUARD

AT A GLANCE

Lamar made some excellent videos to share with their donors and were able to use the money to purchase new flags and team jackets.

KEY METRICS



\$3,347

Total Raised



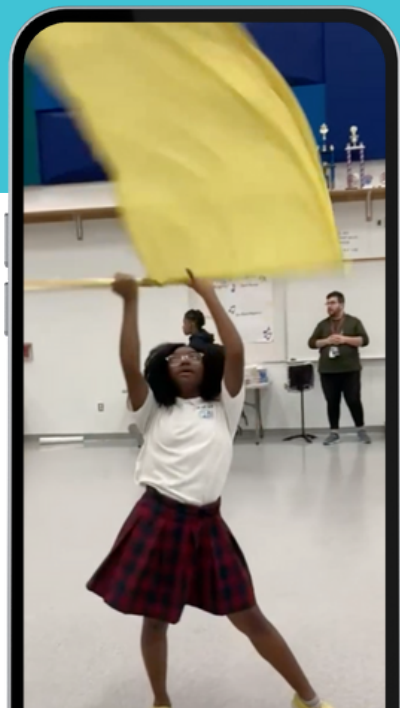
30

Participants



100%

Fun was had!



CHALLENGES

The Lamar Color Guard had just seen their membership increase 5x in just one year and needed to find a creative alternative to the traditional fundraiser to get new flags and jackets for all the new members.

SOLUTIONS

WiddyUP was the perfect way for them to get the new members excited to use their talents as part of the fundraising process.

“UR THE COOLEST FR!”

ANONYMOUS DONOR

BENEFITS

BENEFIT 01

They loved being able to use their creativity as a part of the fundraising process.

BENEFIT 02

Having a small group of participants didn't stop them from raising over \$3,000 and the process was smooth and straightforward.

BENEFIT 03

The videos came in handy for the friends and family who are unable to travel to see them perform live, which is especially cool for all the new members just starting out.