

MIDDLETOWN HS CHEERLEADING

MIDDLETOWN, DE

CHEER TEAM

AT A GLANCE

Using the WiddyUP Rewards Program helped incentivize the Middletown Cheerleaders, who beat their fundraising target of \$20,000.

CHALLENGES

The Middletown HS Cheerleaders needed to raise money for a trip to Florida for an intrastate game against a rival football team and have some money left over to pay for the end of the year banquet.

SOLUTIONS

Middletown signed up for the WiddyUP Rewards Program and offered customized swag for their cheerleaders as an incentive to raise more money. It worked. The team got their awesome new gear and raised the money they needed for the big game and beyond.

KEY METRICS

 **\$20,559**
Total Raised

 **\$20,000**
Fundraising Goal

 **101%**
Donation Rate

“**WE HAD BIG SUCCESS
WITH WIDDYUP**”

ALEXIS C. / CHEER COACH

BENEFITS

BENEFIT 01

35 of the 42 participants raised at least \$100 and over half of raised over \$250!

BENEFIT 02

The Rewards Program was a hit with the Cheerleaders who were able to order customized shirts, joggers, bags and hoodies.

BENEFIT 03

Cheer coach Alexis said that she loved working with the WiddyUP team and was excited to do it again, for a third time.

