

NEW ENGLAND SCHOOL OF DANCE

MANCHESTER, NEW HAMPSHIRE

DANCE

AT A GLANCE

Based on previous fundraisers, NESD was expecting to raise \$1,000 but ended up making 4 times that amount.

KEY METRICS



\$4,121

Total Raised



\$1,000

Fundraising Goal



\$62

Average Donation

CHALLENGES

The New England School of dance needed new costumes to replace the ones they had used for years in the lead up to their annual performance of the Nutcracker.

SOLUTIONS

They decided to do a WiddyUP campaign because it allowed their small team to raise money quickly and also create buzz about their show at the same time.

“**\$1,000 WOULD BE A WIN FOR US**”

ALLIE S. / OWNER & DIRECTOR

BENEFITS

BENEFIT 01

NESD was able to beat their target by over \$3,000 with only 14 participants!

BENEFIT 02

Friends and family members who were not able to make it to the show got to watch their WiddyUP videos featuring the dancers practicing the dances.

BENEFIT 03

They were so pleased with their experience that they have referred WiddyUP to several other dance studios in the New England area.

