

# SPILLANE MIDDLE SCHOOL BAND

CYPRESS, TX

BAND

## AT A GLANCE

The Spillane MS Band raised more than double their fundraising goal without resorting to product sales. They enjoyed it so much they signed up to do it again.

## KEY METRICS



**\$39,417**

Total Raised



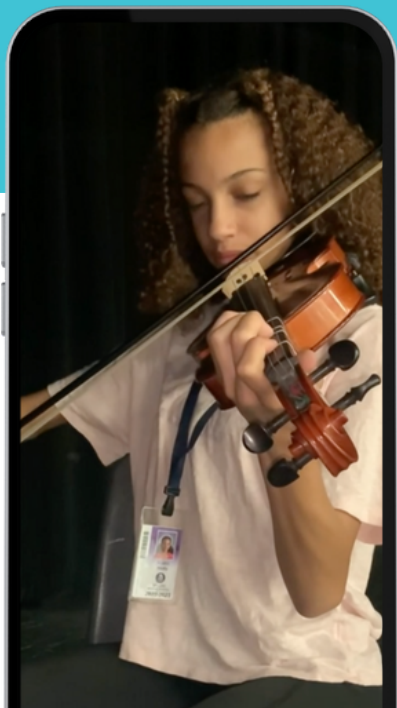
**\$15,000**

Fundraising Goal



**\$55**

Average Donation



## CHALLENGES

Spillane was looking for a fundraiser that could meet their needs but they were tired of running campaigns that forced their kids to sell products that their donors had purchased several times before.

## SOLUTIONS

They chose WiddyUP because it was fully digital with no products to sell. In fact, not only were their donors spared an item they didn't necessarily want, but they got to see the progress the members of the band were making with their instruments.

“ **WE ARE DEFINITELY DOING THIS AGAIN!** ”

JOHN B. / BAND DIRECTOR

## BENEFITS

### BENEFIT 01

Parents and donors both reported that they really liked not having to buy any products like frozen cheesecake or cookie dough.

### BENEFIT 02

Knowing that the band would be receiving 95% of what was raised was a huge incentive for donors.

### BENEFIT 03

The kids were able to use their videos to showcase their winter concert for friends and family members that couldn't travel to the show.