

CASE STUDY

Generate Fundraising Web and Mobile Platform Cambridge Fun Run for BBC Children in Need

Background and Client Objectives

In 2010, Roundpoint helped the Cambridge Fun Run – the annual fun run held on Cambridge’s Science Park to raise funds for BBC Children in Need by providing its web and mobile platform Generate free of charge.

Teams consisting of 4 people could create their own ‘team’ sponsorship page with the help of Roundpoint’s technology. Teams could set a target, invite friends to donate online from a computer or mobile phone and monitor how much they had raised so far.

Roundpoint’s Solution

Generate is both a viral marketing and donation platform which works over web and mobile. It enables a charity to:

- **Send out communications** to their supporters encouraging them to organise events.
- Supporters can organise events by **inviting their friends via text and email** to attend and to also make a donation at the same time.
- Supporters and their friends can **donate using credit cards over the web and via their mobile phones too**. The screens are optimised for a particular users mobile phone allowing them to donate quickly and easily any time, any place, any where.





Generate gives charities their own **branded tool** to raise funds and gain a **larger share of the revenue than they would with text based fundraising**. It is well known that charities raise funds from one off events organised by individuals and purposefully branded events like an annual run or coffee morning. The Generate platform was available for all teams to use and over 40 teams opted to use it. Over £7,000 was raised through the platform and over £26,000 was raised in total compared to £18,300 in 2009. The Generate platform undoubtedly contributed to the increase in the amount of money raised and the vast majority of the teams had no issues in using it.

2010 Cambridge
FUN RUN
www.camfunrun.org

CAMBRIDGE FUN RUN

We're raising money for
BBC CHILDREN IN NEED!

We're delighted you'll be taking part in the 21st Cambridge Fun Run in aid of BBC Children in Need!

Remember it will take place at 11.55am on Friday 19th November 2010. The event is a 1.1 mile relay-race around the Cambridge Science Park and is open to anyone over the age of 16.

This site will help you organise your sponsorship, and help you reach out to friends and colleagues who'll sponsor you. We've made this easy and you can do so by mobile or by email, just follow the step by step process.

If you would like to widen your support - you can suggest your sponsors invite their friends to sponsor you too.

Sign up now and get started:

Fill in the form on the right with your details - make up a
word and get started

Step 1 of 4

Team name:*

Speaking about the Generate platform, Cressida Harding, Chair of the Cambridge Fun Run said:

"Working with the Roundpoint platform was a **great boost** for the Cambridge Fun Run's fundraising and promotional work. We really appreciated being able to integrate their elegant and easy to use web pages into our own site, right down to the branding and wording of email mailouts. They're a talented and dedicated team and thanks to their efforts we managed to almost double the amount raised in sponsorship in 2009. Thank-you Roundpoint!"

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