



The Children's Hospital

Founded in 1908, The Children's Hospital is a private, not-for-profit, pediatric healthcare network located in Denver, and 100 percent dedicated to caring for kids. It has been ranked one of the best children's hospitals in America by *U.S. News & World Report* for more than a decade. With 1,130 pediatric specialists and more than 2,300 full-time employees, Children's is home to a number of nationally and internationally recognized medical programs.

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**Frank Dean
Director of Development Systems
The Children's Hospital Foundation**

Kintera provides innovative software solutions to help organizations deliver The Giving Experience™ to donors online - including giving convenience, financial transparency, feedback about the social impact of their gifts, and a sense of belonging and appreciation.

www.kintera.com

The Children's Hospital Foundation Creates Miracles Using Kintera

The Children's Hospital Foundation is in the midst of a comprehensive fundraising campaign – *The Imagine the Miracles Campaign for The Children's Hospital* – to raise \$250 million by the end of 2007. To energize its online fundraising, the foundation chose Kintera Inc. for its signature event fundraiser, the Courage Classic bicycle tour and to update its Web site, www.imaginethemiracles.org.

The Foundation used Kintera's online Custom Friends Asking Friends® fundraising program for event registration, donation collection and volunteer management for the 2005 Courage Classic and the results were overwhelmingly successful. The Foundation increased online donations, online registrations and the number of e-mail addresses it captured.

Riders participating in the Courage Classic used Friends Asking Friends to create customized Web sites, and send e-mail fundraising appeals to friends and family. Riders also were able to create team Web pages, and manage and monitor team volunteers and fundraising.

Kintera's sophisticated event registration tools allowed the Foundation to segment registration information. For example, the Foundation offered free registration if a rider signed up at least two friends. Kintera's technology allowed the Foundation to segment those who participated in the offer and provide them free registration.

In addition, the Foundation implemented Kintera's online content management system (CMS) module to make its existing Web site more interactive and easily manageable.

Prior to using Kintera's online technology, the Foundation used a variety of online resources that weren't cost effective. "Kintera provides a robust set of tools to facilitate volunteer fundraising," said Frank Dean, director of development systems for The Children's Hospital Foundation. "We now have the capability to handle a variety of online forms that makes registration seamless. Kintera's CMS system allows staff without extensive Web design experience to easily and frequently update our site."

2005 Courage Classic Result Highlights:

- Participants raised nearly \$250,000 online in 2005 – 223 percent more than the previous year's total of \$77,000.
- Twenty-four percent of the total amount raised in 2005 came in online vs. 9 percent in 2004.
- Individuals who used FAF raised approximately \$1,054 while participants who did not use FAF collected approximately \$577.



Using Kintera CMS and Custom FAF, The Children's Hospital Foundation increase online donations and registrations for the 2005 Courage Classic bicycle tour.