

## SUCCESS STORY | Reaching New Heights in Online Fundraising

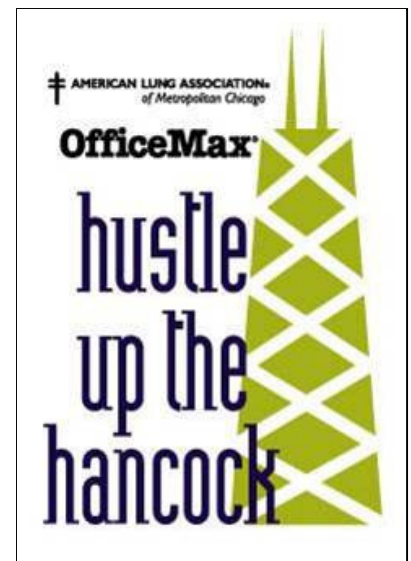
“Through the use of Kintera’s software, we are able to know instantly the total amount raised throughout the campaign. This has allowed us to adjust our marketing efforts quickly. It also inspires donors and volunteers to increase their efforts and raise even more money for our mission.”

**Gina Schwieger, Director of Special Events  
American Lung Association of Metropolitan Chicago**

### Modernizing Efforts to Fight Lung Disease

With the 21<sup>st</sup> Century securely on its way, the American Lung Association of Metropolitan Chicago (ALAMC) realized it was time to modernize and streamline its efforts for its annual *Hustle up the Hancock* stairclimb. In 2002, the organization finally recognized the Internet’s true potential to raise money for its fight against lung-related diseases. That same year, the American Lung Association of Metropolitan Chicago selected Kintera as its partner to bring *Hustle up the Hancock* online.

Since then, ALAMC has dramatically reduced its offline fundraising efforts and, as a result, saved the organization thousands of dollars in printing and administrative costs. Currently, *Hustle up the Hancock* relies mainly on online donations with offline donations coming in on event day. More than \$1 million has been raised through web-based fundraising efforts since the association partnered with Kintera, and that number keeps climbing.

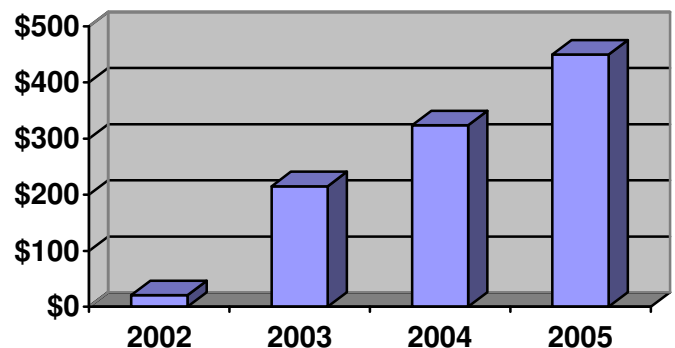


### Grassroots Marketing Meets the Web

When fundraising meets the Internet, great things happen. In 2002, Chicago’s lung association launched Kintera’s unrivaled Friends Asking Friends® (FAF) fundraising service to enhance the online component of its fundraising strategy for *Hustle up the Hancock*. FAF provides participants personal and customizable websites and easy-to-use Internet tools within the main *Hustle up the Hancock* site at [www.hustle2005.kintera.org](http://www.hustle2005.kintera.org) to send emails to friends and family as a means to solicit donations.

In the first year of using FAF, the association raised a total of \$22,772, with \$20,613 raised online. Four years later in 2005, ALAMC raised \$449,569 online – **20 times more** than in 2002.

**Amount Raised Using  
Kintera's FAF (in thousands)**



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The popularity of using Kintera's tools has been overwhelming. The average contribution made by an individual has increased 15 times from \$11 to \$161 while the total number of FAF emails has increased six times since 2002 from 1,995 to 11,980. *Hustle up the Hancock's* results are evidence that giving online is becoming the preferred way to give while walking door-to-door is becoming a thing of the past.

Today, the group relies mostly on the Internet for registration and donations and has saved thousands of dollars in printing and administrative costs. This allows the ALAMC to focus on educating participants on how to use the tools rather than spending money on expensive direct

mail pieces. In turn, participants act as fundraisers for the event and help the organization raise more money.

*Hustle up the Hancock* is a vertical hike up 1,634 stairs at the John Hancock Center in downtown Chicago. As Chicago's most popular stair climb, it has been promoted via newscasts to 14 million homes around the country. But the real work for the event is completed by the participants prior to the actual event – raising money for education, research and advocacy programs aimed at preventing asthma and lung disease in the Chicago area.

### The ALAMC reports the following results using Kintera's web-based tools for *Hustle up the Hancock*:

#### **Office Max Hustle up the Hancock 2005 (as of April 1, 2005)**

- A total of \$720,000 was raised in 2005 of which \$638,228 came from 3,964 participants. Approximately \$449,569 was raised online. This represents a 39 percent increase in online revenue compared to 2004.
- Participants sent a total of 11,980 FAF emails and raised an average of \$161.

#### **Hustle up the Hancock 2004**

- 3,652 participants helped raise \$569,753, of which \$323,840 was raised online. This represents a 50 percent increase in online revenue compared to 2003.
- Participants sent a total of 11,961 FAF emails and raised an average of \$156.

#### **Hustle up the Hancock 2003**

- 3,221 participants helped raise \$417,656, of which \$215,192 was raised online. This represents a 944 percent increase in online revenue compared to 2002
- Participants sent a total of 6,986 FAF emails and raised an average of \$130.

#### **Hustle up the Hancock 2002**

- 2,034 participants helped raise \$22,772, of which \$20,613 was raised online.
- Participants sent a total of 1,995 FAF emails and raised an average of \$11.

OfficeMax Hustle Up the Hancock 2005 - Home - Microsoft Internet Explorer

Address: <http://www.kintera.org/af/home/66/bu-bsp?event=5544>

AMERICAN LUNG ASSOCIATION of Metropolitan Chicago

OfficeMax New THE HANCOCK OBSERVATORY Above All a Great Time

Total Raised: \$700,826

Sponsor Climber

Thank you Sponsor, Climbers and Volunteers!

Results and Photos are available at [www.lungchicago.org/](http://www.lungchicago.org/)

Improving Life, One Breath at a Time

The mission of the American Lung Association is to prevent lung disease and promote lung health through research, advocacy and education. The OfficeMax Hustle Up the Hancock provides a challenging athletic event at a Chicago landmark, and raises financial support for education, research and advocacy programs throughout the metropolitan area. Join our efforts to improve life one breath at a time.

Thank you for your interest in the OfficeMax Hustle Up the Hancock and for your support of the American Lung Association!

Information

- Hustle Homepage
- About the American Lung Association
- Event Information
- Sponsorship Opportunities
- Printable Sponsor Pledge Sheet
- Basic Fundraising Steps
- More Fundraising Tips
- A Fellow Climber's Advice

IMPORTANT! EVENT INFO

- Sign up for the 2006 Hustle Email List

Visitors

- Sponsor a Climber or a Volunteer
- Spread the Word

Top Fundraisers

- ★ Rewards
- 1. Steve Ferlau
- 2. DALE TARANTUR
- 3. Anne Gulotta
- 4. Chuck Blomberg
- 5. marcy swerdlow
- >> search

Team Rank

- 1. Karl's Klammers
- 2. ROCKIN ROBIN
- 3. Firefighters for New York
- 4. Alistata
- 5. Team Jenner!
- >> more

#### **About Kintera Inc.**

Software provider Kintera® Inc. (NASDAQ: KNTA) delivers The Giving Experience™ by providing giving convenience to donors and feedback about the financial and social impact of their gifts, creating a sense of belonging and appreciation. Kintera services more than 15,000 accounts in the nonprofit, government and corporate sectors.