



CHURCH WORLD SERVICE

Church World Service

Founded in 1946, Church World Service is the relief, development, and refugee assistance ministry of 36 Protestant, Orthodox and Anglican denominations in the United States. Linked with local partners in more than 80 countries, Church World Service works worldwide to meet human needs and foster self-reliance for all who struggle with poverty and hunger.

“We considered our first three years using Kintera’s online technology to be a pilot program to see if this option would be engaging to our donors and enhance our CROP HUNGER WALK income. We did little to encourage walkers and sponsors to make the most of this way of giving, yet we still nearly doubled our online income each year.”

– Terry Allen, Director of Community Fundraising
Church World Service

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

CHURCH WORLD SERVICE REALIZES YEAR-TO-YEAR ONLINE FUNDRAISING SUCCESS

Every fall, tens of thousands of Americans put their hearts and soles in motion by participating in the annual CROP HUNGER WALK to help end hunger around the block and around the world through Church World Service (CWS). For 40 years CROP HUNGER WALKS, locally organized walk-a-thons, have raised funds to support both the international work of CWS and local hunger programs in the WALK community.

In 2002, Kintera first helped CWS unite the CROP HUNGER WALK with the power of the Internet by launching CWS’s online fundraising initiative at www.cropwalk.org. Today, of the some 1,800 CROP HUNGER WALK events organized throughout the U.S., 357 of them use the Kintera-Thon fundraising program as a part of their efforts and the number keeps growing.

CWS has utilized Kintera-Thon which, offers easy-to-use Internet tools for participants to create personalized Web pages. Participants also are able to send e-mail appeals to friends and family, encouraging them to visit their personalized CROP HUNGER WALK Web page. In each individual’s page, the real-time total donation amount appears prominently so a participant’s supporters are immediately inspired to contribute.

The reach of the dollars raised by CWS’ CROP HUNGER WALK is global. CWS uses the donations to fund its poverty- and hunger-fighting activities in 80 countries.

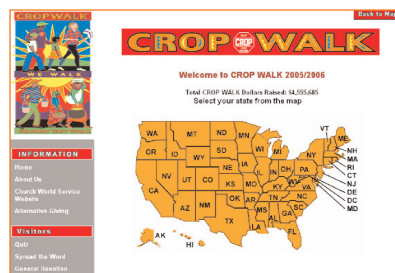
In addition, the Kintera Sphere™ platform provides CROP HUNGER WALK organizers with an integrated service platform that includes event management modules, a sophisticated e-mail communication system, registration services, and advanced online donation processing.

“We considered our first three years using Kintera’s online technology to be a pilot program to see if this option would be engaging to our donors and enhance our CROP HUNGER WALK income,” said Terry Allen, director of community fundraising for Church World Service. “We did little to encourage walkers and sponsors to make the most of this way of giving, yet we still nearly doubled our online income each year. We will now highlight this option in all of our WALK materials.”

CWS has seen marked improvement each year since using Kintera-Thon.

Result Highlights

- **Online donations increased 2.5 times from \$50,600 in 2003 to \$188,900 in 2005.**
- **The number of online donations also increased 2.5 times from 2003 to 2005.**
- **CWS used Kintera-Thon tools for 26 CROP HUNGER WALKS in 2003. In its third year, 357 events have employed this option – 13 times more than in 2003.**



CWS has improved its online fundraising efforts for the annual CROP HUNGER WALK events using the Kintera-Thon fundraising program. Online income has doubled each year since 2002 when CWS first used Kintera’s technology.