

SUCCESS STORY: Life Rolls On

"Kintera's services have made it possible for even a very small nonprofit like ours to raise critical funds for spinal cord injury research, and to spread the word to the nation's injured that life with spinal cord injuries does indeed "Roll On". The software is packed with really great features, and it's so easy to use there's no reason for any nonprofit not to take their fundraising and outreach online."

**Jesse Billauer, Surfer and Chairman of the Board of Directors
Life Rolls On Foundation**

Life Rolls On Foundation

Life Rolls On is a nonprofit foundation dedicated to



increasing awareness of spinal cord injuries (SCI) within youth culture via influential action sports athletes. Through recreational, educational, and

developmental programs, Life Rolls On raises money to fund research for the treatment and cure of paralysis caused by SCI.



From Scratch to Success at the Speed of Life

In March 2004, the Life Rolls On Foundation (LRO) selected Kintera to redesign the foundation's entire infrastructure and implement Kintera Sphere™. Kintera provided the creative design and delivered a new modern look for the foundation with the complete redesign of www.liferollson.org, which went live May 2004. The back-end of the website provided a sophisticated, yet simple to use, WYSIWYG Word-like editor enabling the foundation to easily update the site and provide real-time, up-to-date content.

The Life Rolls On Foundation relies on Kintera Sphere as a

fully functional, web-based database solution and offers online event registration, fundraising functionality, eCommerce, and email campaigns for its golf tournaments, concerts, surf contests and other fundraising events.

Immediately after the launch of the full suite of Kintera modules, the Life Rolls On Foundation:

- Increased the number of volunteers 1100% (from 15 to 180 volunteers) as a result of the new professional website and online volunteer forms.
- Prior to the launch, funds raised offline amounted to \$60,000. Post launch, total fundraising with an online component increased to \$160,000. (60K offline, 100K online)
- Email list grew from no list, manually emailing each person, to over 5000 names on the distribution list.

Challenges

The Life Rolls On Foundation supports the Christopher Reeve Paralysis Foundation, as well as other charities, by raising money to fund more research. The Foundation's mission is also to spread the word of motivation and to instill in the lives of our nation's injured, that life with SCI, does indeed "Roll On."

To achieve this goal, the Life Rolls On Foundation

SUCCESS STORY: Life Rolls On continued....

needed to change its entire infrastructure to:

- Create a customizable and easy-to-update website.
- Centralize all data and deliver a cohesive view into donor, volunteer, and constituent lists.
- Enable effective communications to build relationships and expand email campaigns while reducing manual processing.
- Increase attendance at events by connecting registration forms to the database.

Best Practices

Kintera enabled the Life Rolls On Foundation to reach new heights with:

Fundraising and Special Events

- Easy to create, highly customizable donation forms that were integrated into www.liferollson.org.
- Automated back-end accounting, eliminating manual processing.
- Complete registration forms to manage guests & attendees, ticketing, resource scheduling and event management.

eCommerce

- The collection of donations through online credit card processing and electronic funds transfer.
- An online store enabling individuals to show their support and purchase Life Rolls On materials and also generate additional funds.

Content Managed Websites (CMS)

- Flexible tools that allow the Life Rolls On staff to

easily update content and keep the site's information fresh and active.

- Integrates with other modules of Kintera Sphere such as Advocacy and Special Commerce (online store) and allows for workflow control, scheduling, and reporting.



Email and eNewsletters

- Personalized email campaign that improved communication between the foundation and its volunteers, donors, and constituents allowing Life Rolls On to collect valuable information.
- Constituents registered via the website to receive online newsletters.

Database Management (CRM)

- Centralized and streamlined contact database reducing manual processing.

About Kintera Inc.

Kintera® Inc. is an innovative provider of software as a service that helps nonprofit organizations foster a powerful sense of community to achieve their mission. Kintera's Knowledge Interaction technology strengthens an organization's community by providing volunteers, members, donors and staff web-based tools to efficiently fulfill their tasks and share real-time data and information.