

**HOPE BUILDERS
BREAKS RECORDS
WITH UNIQUE VIRTUAL
FUNDRAISING CONCEPT**



User Generated
Content brought
thousands
together while
exceeding this
non-profit's
virtual fundraising
expectations

10 DAYS FOR
LAUNCHING
CAREERS



DAY 10

**Over 100 First
Day of Work
Video Stories
Submitted**

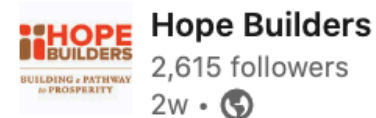
**Over 4,700
Video Views**

**New Record:
Over \$720K
Net Revenue**

THE CHALLENGE

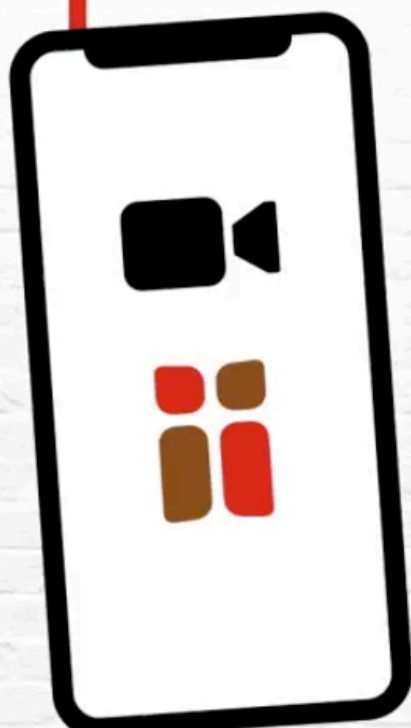
The overall challenge for Hope Builders' 2022 virtual fundraising event, 10 DAYS FOR LAUNCHING CAREERS, was to continue the trajectory of previous virtual events by expanding Hope Builders' brand awareness to a larger target audience while meeting or exceeding donation goals. And to do it in 10 days.





It's Day 2 of our 10 Days for Launching Careers fundraiser and we want to hear your "First Day of Work" story!

...see more



**SEND YOUR
VIDEO TO US!**

and share
on social media!

#MyWorkStory2022

Visit link in bio to
learn more



Record your First Day of Work Story

THE OPPORTUNITY

Online event fatigue in the post-Covid environment had set in, yet User Generated Content (UGC) was growing in popularity with Social Media. The concept of an online event focused on UGC was developed using videos recorded by board members, supporters, trainees, and alumni who shared their "First Day of Work" stories, then shared on social media.

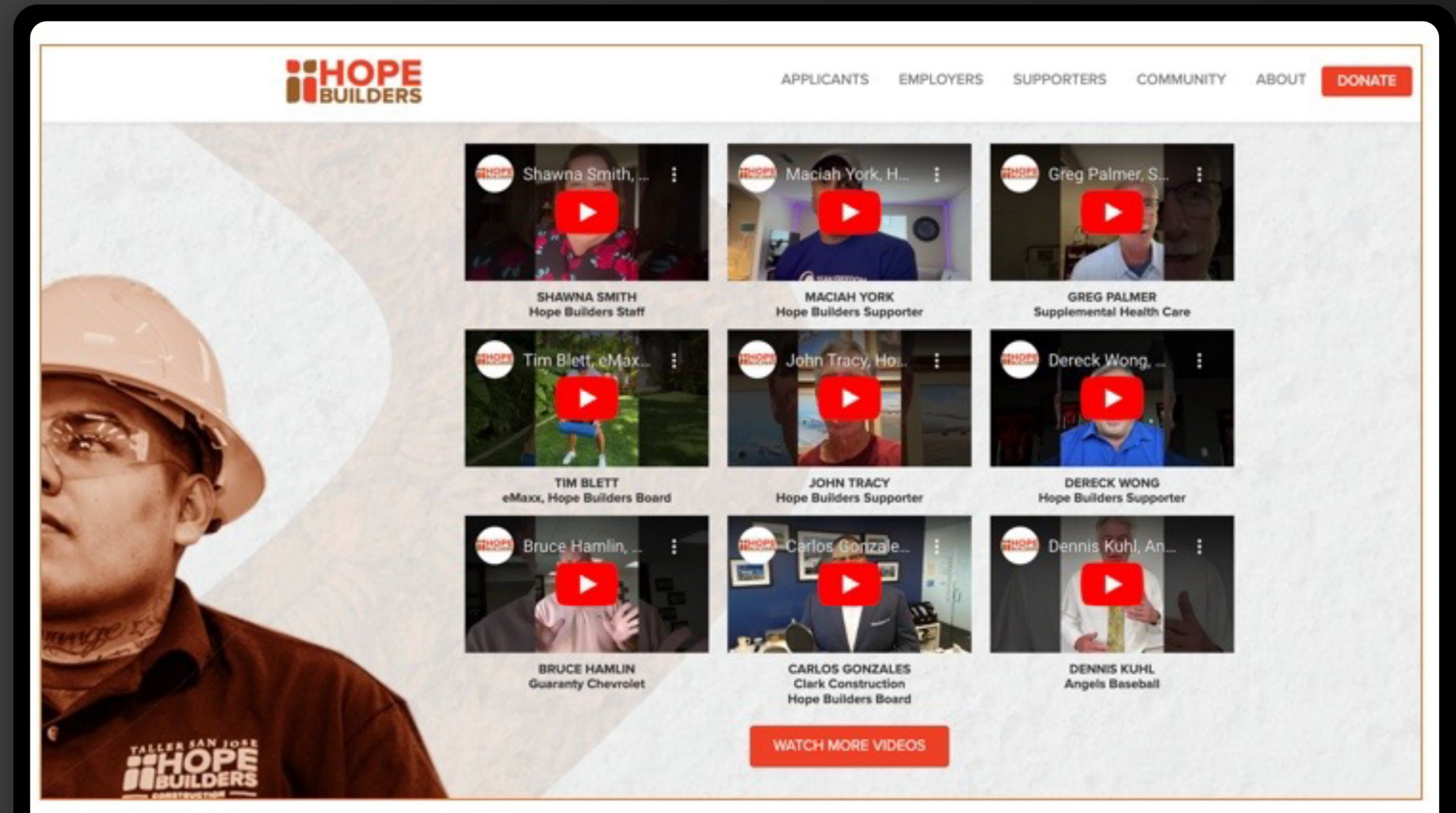
The intent was to offer comradery between people from all facets of life via their insightful, inspirational, and often humorous short stories. They were shared daily via social media and Hope Builders emails, while also asking for financial support.



THE IMPACT

Over 100 "First Day of Work" video stories were viewed over 4,700 times in 10 days, along with dramatic increases in website visits, social media engagement and impressions.

Fundraising results exceeded all previous virtual and live event records while keeping expenses to under 6%, the lowest ever.





INCREASES OVER PREVIOUS YEAR'S EVENT

- +23% website visits
- +136% pageviews
- +56% Impressions
- +201% social media engagement



FOR 27 YEARS, WE'VE BEEN HELPING YOUNG ADULTS BUILD
A PATHWAY TO PROSPERITY

ABOUT HOPE BUILDERS

Hope Builders moves young people from poverty to prosperity. It empowers Orange County, CA young adults with the mentorship, life skills and job skills that meets the needs of local employers.

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