



CASE STUDY

Using Digital Interactive Promotions to increase fundraising for sport teams

How quick games can keep donations flowing in



FRIENDS OF UNILV

THE LANDSCAPE

Lack of fundraising dollars

Leading up to the 2023-24 collegiate basketball season, the UNLV Men's and Women's Basketball fundraising had seen a decline in fan engagement and donations.

Friends of UNILV, the university's fundraising collective, needed a new way to reach new donors and reengage old ones.



NEW SOLUTIONS

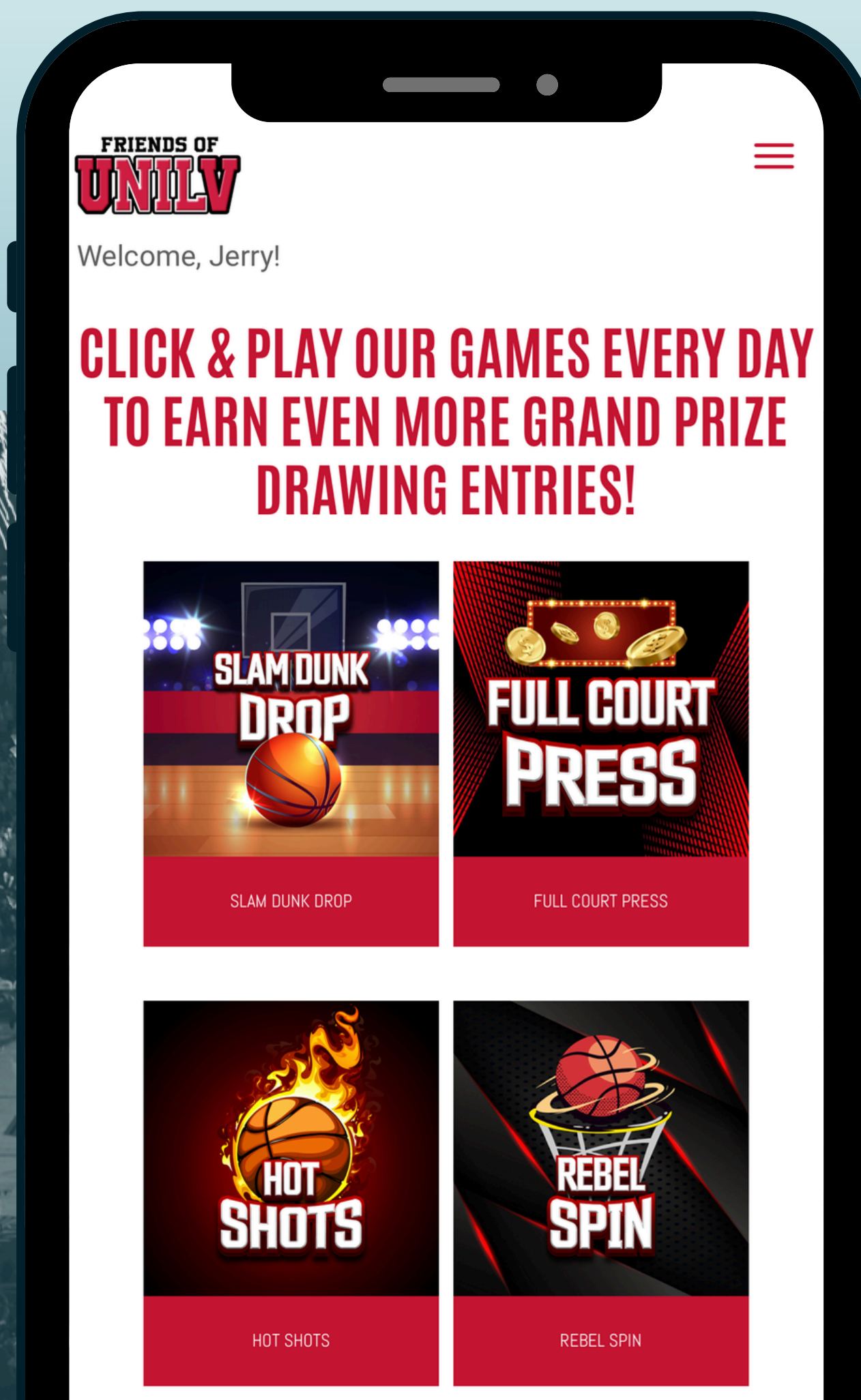
Partnering with Engaged Nation

We worked with UNLV to build an 8-week Digital Interactive Promotion that focused on engaging donors and rewarding them for participation.

PLAY & WIN GAMES

Keep donations flowing in

Donors were invited to play fun, free games online for a chance to win prizes or get a shot at the \$150,000 Half Court Challenge. Donations were incentivized with additional drawing entries.



MULTICHANNEL

Invitation to join

Personalized
email journeys

Learfield Varsity
app broadcast

In-game
announcements

Website
banner ads

Local radio

Social media



THE METHODOLOGY

Incentives to donate

- **\$150,000 Insured Half-Court Shot** at the final home game - one participant was chosen from the drawing
- Partnership with Palms Casino Resort to provide **donation rewards** and the **drawing prizes**
- UNLV provided weekly **leaderboard prize** games

Play & donate to increase your winning odds!



A background image of two women cheering at a game, overlaid with a blue tint. The women are in profile, facing each other, with their mouths open as if shouting or cheering. They are wearing dark-colored athletic jerseys.

THE RESULTS

Over \$54,000 raised

With an average donation size of \$64, the 8-week Digital Interactive Promotion **directly raised \$40,000** for UNILV.

The collective also saw a **3x increase in direct donations** (\$14,000) during the promotional period, resulting in an **overall \$54,000** raised during the 8 weeks.

A large crowd of people is gathered in a basketball arena. In the center, a scoreboard displays the 'BOYD' logo. Above the crowd, several championship banners are hanging from the ceiling, including 'NATIONAL CHAMPIONS 1990' and 'NCAA FINAL FOUR 1990'. The arena floor is visible in the foreground, with 'UNIVERSITY OF MICHIGAN' and 'WOMEN'S BASKETBALL' written on it. The overall scene is filled with excitement and celebration.

THE RESULTS

Bonus media

\$112,556.66 media value

5,734 promotion sessions (2,202 unique)

- 62,186 engagement minutes
- 1:06 average session time

1.9M emails sent

- 39% unique opens



ENGAGED NATION SPORTS

YOUR TURN

It's game time.

Contact Tony Pulicella to replicate these results with **no upfront costs.**

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View the UNLV Men's & Women's Basketball [Digital Interactive Promotion](#)