

Living The Dream Brewing Co.
Fundraiser for the National Sports Center for the Disabled
Case Study (Short-Version)

Summary

On March 4, 2015, Living The Dream Brewing Company (Living The Dream) held a fundraiser created and managed by Confluence for the National Sports Center for the Disabled (NSCD). Below are a few of the notable outcomes:

- Over \$1,500 was raised for the NSCD.
- More than 100 people attended the event.
- Revenues were significantly higher compared to an average Wednesday night.

The Event

For the fundraiser, over 100 people attended. Funds were raised through four channels:

- Twenty percent of each pint purchased was donated from Living The Dream.
- Silent auction filled with items from nearby businesses, NSCD, and Living The Dream.
- Donate to play bottle cap guessing game; winner received lift ticket to Winter Park.
- Donations jar

Outcomes for LTD

- Significantly higher revenues generated compared to average Wednesday.
- Acquisition of new customers from nearby community visiting the brewery for first time. Of sampled 43 attendees, 39 attended the brewery for the first time.
- Connection made with the disabled community of Littleton & Highlands Ranch.
- Followers increased on social media as well as social media posts from Living The Dream around its corporate social responsibility.
- Introduction of business partnerships in community through silent auction.
- Gained knowledge of organizing & running a fundraiser at the brewery including layout, materials needed, staffing required, event communications, & promotion techniques.

Confluence's Role

Confluence and Living The Dream collaborated to improve its corporate social responsibility practices beginning in November 2014. After assessing Living The Dream's current practices and future goals, Confluence determined that Living The Dream needed to focus on gaining credibility in the community as a good corporate citizen and begin to build long-term capacity.

After receiving a customized strategy, Living The Dream chose for Confluence to create and manage a fundraiser for the National Sports Center for the Disabled (NSCD).

Marketing for the Event

The marketing campaign was designed to find three audiences:

- People with disabilities (or associated) in Littleton and Highlands Ranch
- People affiliated with the National Sports Center for the Disabled.

- Visitors at Living The Dream for the three weeks prior to event.

These audiences were marketed through an online presence made up of social media & press releases, posters & postcards, and at the brewery.

- The press release was picked up by seven sources including Westword, PorchDrinking.com, Fermentedly Challenged, and YourHub.
- Posters were placed in seven locations in Littleton and Highlands Ranch at silent auction sponsor locations, the NSCD Winter Park program location, and recreation centers where numerous programs for people with disabilities are held.
- Fifty postcards were distributed at a Special Olympics basketball tournament.
- Twenty Facebook posts and 15 tweets were originally sent from Living The Dream, the NSCD, and Confluence creating at least creating at least 1,500 impressions.
- The Facebook event reached 772 people.
- The event was also mentioned in Living The Dream and NSCD newsletters.

All social media and newsletter messaging was created by Confluence with a schedule of release dates for all parties. All posters and postcards were designed and distributed by Confluence.

The Event

Confluence and Living The Dream arranged the space for the event. The NSCD and Confluence setup the auction area to look professional and inviting to all attendees. Confluence created a video to recognize all sponsors of the event on the televisions around the taproom. In addition, Confluence created a playlist that included two videos the NSCD as well as several winter adaptive sports videos. Confluence emceed the event that reminded people to visit the silent auction, ran videos recognizing sponsors on the television, had athletes and representatives from the NSCD tell their story, and informed people of other community events Living The Dream would be doing in the near future.

Post-Report

Following the event, Confluence worked with the NSCD and Living The Dream to calculate total dollars raised, marketing influence, and attendee demographics. Two weeks following the event, Confluence formally presented impacts to Living The Dream with final numbers, impacts and comparisons to craft breweries in the “C-470 Region.”