



Case Study

ARIANS FAMILY FOUNDATION RELIES ON BIZNESSAPPS TO HELP RAISE \$100,000+

Company

Arians Family Foundation

Industry

Non Profit

IgniteTech Product

BiznessApps

Customer Website

ariansfamilyfoundation.com

The Arians Family Foundation (AFF), a nonprofit supporting Court Appointed Special Advocates (CASA) for children, needed to stand out in a crowd of charities. A mobile app provided a way to centralize communication and reach valuable supporters. It resulted in a significant boost in awareness and donations.

THE CHALLENGE:

Raising Money & Centralizing Communication

The foundation was set up by the head coach of the Arizona Cardinals, Bruce Arians, who leverages his celebrity status for a good cause. However, as for any charity, it was difficult to stand out in the crowd. They needed to increase awareness for the cause, and get more people to their events to increase monetary support. AFF also needed a way to centralize messaging to reach these supporters.

“ The coach will take off his hat after a game, sign it, and put it up for auction. We send out a push notification about the item to get the highest possible donation.





THE SOLUTION:

In-App Donations & Push Notifications

As the main goal is to raise more money, the app allows supporters to donate money directly from their phone. The donation tab is, therefore, one of the most used features. The app also provides a way for the foundation to consistently communicate with volunteers, supporters and sponsors. They can get the message out there and increase awareness for the cause. Push notifications notify people of upcoming events and new auction items.

THE RESULTS:

Increase in Donations & Event Participation

To date, the app has helped bring in over \$100,000 in donations for the foundation. This mobile solution was able to lower all barriers to donation; more money is collected when people can contribute with the click of a button. With the help of push notifications, there has also been a significant increase in attendance at their charity events. With their app, the Arians Family Foundation is able to do more to prevent and ameliorate the abuse and neglect of children.

KEY SUCCESS FACTORS:

- ✓ Removing all barriers to donation with an app, making it as easy as possible for supporters to contribute money
- ✓ Using celebrity status to promote the charity and the app through social media

LEARN MORE

To learn more about how IgniteTech's BiznessApps solution can help your organization create a mobile app, visit ignitetechnology.com/biznessapps.

