

swell CASE STUDY

TEA & CHAMPAGNE
HONOLULU, HI

WOMEN'S
FUND OF HAWAII

Women's Fund of Hawai'i holds an annual event like no other. This year marks the 12th year in a row for their Tea and Champagne event, which is a fun-filled evening of fundraising and networking that features special tea, champagne, cool prizes, and, of course, dessert! Tables start competing and fundraising against each other weeks before the event to claim the title of Top Table. Why? Because the tables get to descend upon the dessert table in fundraising order and this is one you don't want to miss. Filled to the brim with the finest macarons, pastries, and decadent cakes, there's a reason people can't stop talking about the Dessert Dash.

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Being able to have a dedicated event site saves us money and time. Having our data automated and centralized, for example, makes the administrative aspect so easy!

Leela Bilmes Goldstein, PhD
Executive Director

20+

VIRTUAL
PARTICIPANTS

\$135,170

TOTAL AMOUNT
RAISED

30

TABLES OF
TEN SOLD

THE CHALLENGE

Continue a long-standing tradition while also bringing new (and user-friendly) ways to fundraise and keep the competition going from start to finish.

THE SOLUTION

Use Swell's multi-application platform to build an event website, sell tables, track fundraising and display winnings during the event.

HOW IT WORKS

- > Easily sell tables and invite guests
- > Transparency of leaderboards allow for friendly competition
- > The on-site app encourages real-time engagement

THE CHALLENGE

WILL OUR USUAL GUESTS
PARTICIPATE ONLINE?

- Sell tables and sponsorships online
- Share event information
- Make donating easy
- Encourage competitive fundraising amongst individuals and tables
- Engage guests and donors before and during the event

THE SOLUTION

MAKE IT EASY.
MAKE IT FUN!

- Utilize Swell' platform to create a fun and informative event website
- Allow guests and sponsors to purchase tables online
- Easily accept donations pre-event as well as during the event
- Use leaderboards and on-site app to display fundraising
- Real-time social media feed

THE RESULTS

SELL AND MANAGE
TABLES EASILY

30 Tables

Sold, each seating 10 guests



INCREASE ONLINE
PRESENCE

18,072

Visits to campaign website



ENGAGE WITH GUESTS
ONLINE

300+

Related social media posts



MAKE DONATING AS
EASY AS POSSIBLE

366

Individual donations

