



CUSTOMER STORY

How Peer-to-Peer Is Driving the Next Century at City of Hope



104
YEARS IN OPERATION

23,000
PATIENTS TREATED EACH YEAR

400
ANNUAL CLINICAL TRIALS

City of Hope is one of the most influential treatment and research centers in the world, supporting patients and fighting cancer and other life-threatening diseases. Although their work spans more than a century, the challenges and treatments are constantly evolving. But the ways in which nonprofit supporters engage with and give to organizations has also changed.

In the early 20th century, City of Hope supporters organized small events like game nights to rally financial support for the cause. While in-person engagement is still important for building community, large nonprofits like City of Hope must adapt to engage supporters in the ways they want to engage, particularly through online and peer-to-peer fundraising.

“ Using the peer-to-peer campaign allowed us to focus less on getting pages set up and collecting fees and focus more on actually getting people to want to participate.”



EMILY PARRIS SANDLER
Director of Digital Philanthropy, City of Hope



“We knew as a 100-year-old institution that to stay relevant and stay modern, we were going to need to develop an online tool that allowed our grateful patients, family and friends of patients, and supporters anywhere to be able to fundraise,” said Emily Sandler, Director of Digital Philanthropy at City of Hope.

Because cancer is a life-changing experience, many of the people impacted by City of Hope want to give back—not just to the hospital as a whole, but to specific doctors, research projects, and cancer types. That’s why City of Hope partnered with Classy to give their community a platform to support life-saving research in the areas they care about.

City of Hope’s Grateful Patient Program

When someone is diagnosed with cancer, it changes the course of their life and the lives of their family and friends. The doctors, nurses, and hospitals that treat a patient become uniquely entwined with their personal journey. That’s why City of Hope gives their supporters

the chance to give back to the people and programs that matter to them through ourHope, the organization’s online peer-to-peer fundraising program.

ourHope is a flexible, do-it-yourself platform that enables supporters

to fundraise in the way that is most meaningful and personal to them. Along with fundraising for specific types of cancer research or the work of individual doctors, ourHope also allows City of Hope supporters to fundraise for their birthdays, in tandem with an athletic event (like a 5K), or even in honor of a loved one.

“ *ourHope provides a way for people to take a stand, to do something about their cancer diagnosis, to feel empowered and that they are in control of something when control in most parts of their life has been lost.*” – EMILY PARRIS SANDLER

Cancer and other illnesses can take over patients’ everyday lives. Between doctor appointments, tests, and treatments, survival

becomes an all-consuming task. ourHope is one way for survivors to take action to not only survive but to thrive and help others facing a life-threatening diagnosis.

Because each person's experience with cancer is different, Classy's customization features are perfect for allowing fundraisers to tell their stories. "One of the most important features of the ourHope program

is the ability for our creators to personalize their page," said Sandler. "With a few clicks, they have their page set up to share their own story and add photos and videos."

For patients and family members, telling their story is a way to take ownership of the experience and reclaim the power that was taken from them.

“ It’s a way to share your journey, it’s a way to say thank you to your doctor, and it’s a way to give back. It has been a really impactful part of our grateful patient program.”

- EMILY PARRIS SANDLER



“ It’s also about providing our donors with the right tools. We know that donors today are so much more technologically savvy than in any other time in history.” - **EMILY PARRIS SANDLER**

Modern Fundraising for Cutting-Edge Research

City of Hope's main campus and 13 community practice sites provide life-saving care to patients, but they also foster innovative research to find new treatments. With new technology and scientific breakthroughs, doctors know more about how to spot and treat cancer than ever before.

"We're trying to catch up with the amazing use of technology here on campus," Sandler said of their evolving development tools. ourHope is one way that City of Hope is working to make their development and donor engagement strategy just as modern and data-driven.

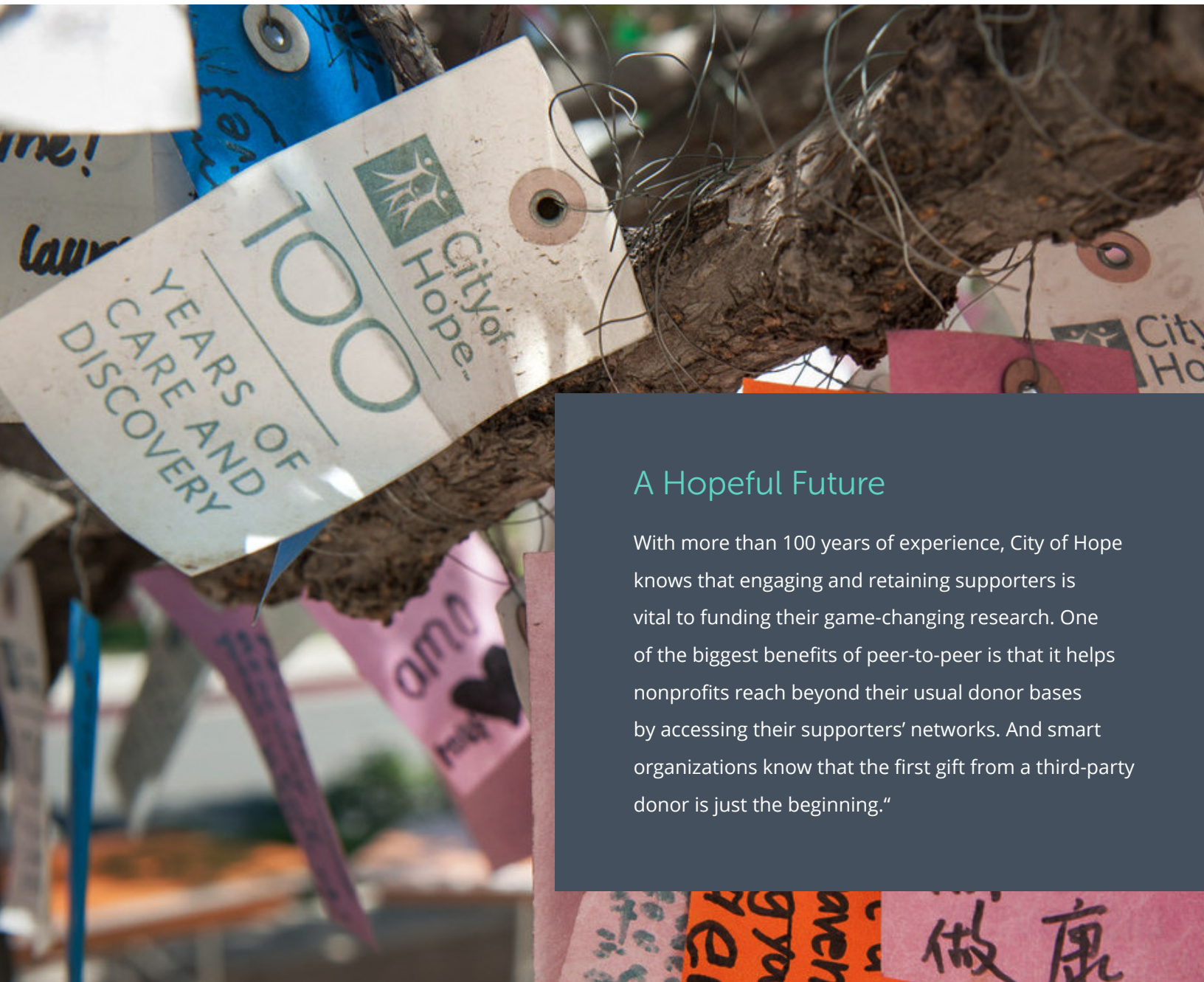
An important step in creating a flourishing peer-to-peer program is to get all stakeholders behind the effort. At any large or longstanding organization, it can be difficult to institute new programs or

technology. It may seem easier to stick with routine than to invest in something new, but the changing landscape of fundraising means no organization can afford to eschew progress.

City of Hope reached out to team members across the organization to “help people adapt to the change and see it wasn’t a scary thing, but an opportunity that they could take advantage of.” The nonprofit met with their different departments and teams—specifically nurses

and doctors, who are in close contact with patients—to illustrate the ease of use and potential impact of peer-to-peer fundraising.

This ensures that when a patient reaches out to their nurse or doctor to say they want to help others, tell their story, or give back, team members can offer more information about the ourHope program. Patients learn about this opportunity to give back from the people who supported them in their illness.

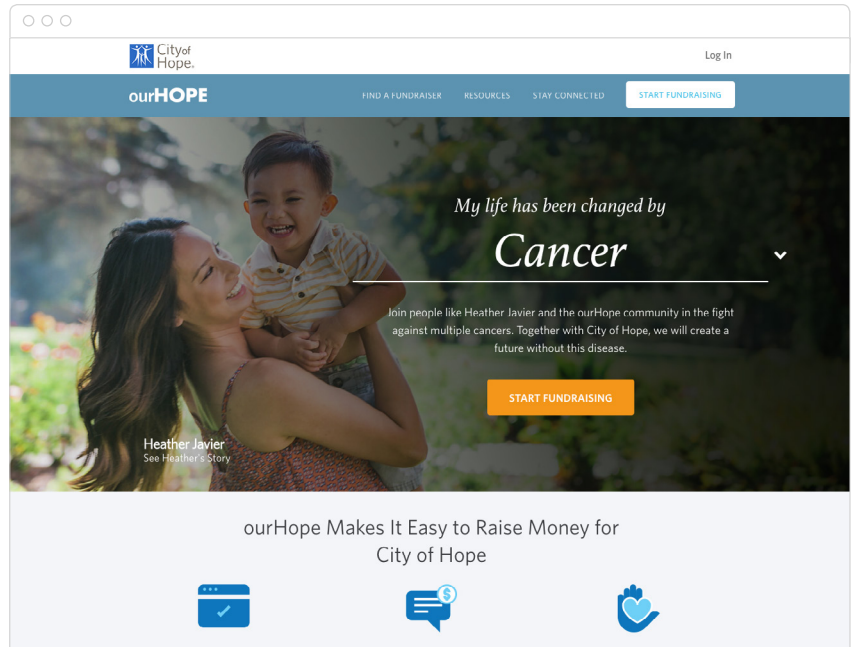


A Hopeful Future

With more than 100 years of experience, City of Hope knows that engaging and retaining supporters is vital to funding their game-changing research. One of the biggest benefits of peer-to-peer is that it helps nonprofits reach beyond their usual donor bases by accessing their supporters’ networks. And smart organizations know that the first gift from a third-party donor is just the beginning.”

When we launched the program we knew we needed to develop specific marketing and email strategies for this special group of donors,” said Sandler. Using careful donor segmentation, City of Hope uses peer-to-peer to build donor pipeline for the future. Third-party donors who first engage with the ourHope program go on to participate in annual giving, major gifts, events, and more.

With Classy’s robust, customizable fundraising platform, City of Hope is making confident strides in research and treatment. With the added support of the ourHope program, the hospital is funding breakthroughs in a number of cancers. “Every time I come to campus and walk around, you can just feel it,” said Sandler. “You can feel the research is happening, you can feel the excitement in the air, that we are on the edge of something really amazing.”



City of Hope succeeds because they:

- **Adapt** to the needs and preferences of today’s donors
- **Enable** fundraisers to channel their passion for specific illnesses and research
- Give supporters the power to tell their story with **customized fundraising pages**
- **Reengage donors** to build pipeline and maximize retention
- Give their entire team the **tools to promote ourHope**

