



NATIONAL HEMOPHILIA FOUNDATION

The National Hemophilia Foundation (NHF) is an organization dedicated to finding better treatments and cures for inheritable bleeding disorders. NHF works to prevent the complications of these disorders through education, advocacy and research.

Robust fundraising campaigns are integral to NHF's ability to help patients and families. One of the organization's most important objectives is to provide a network of support for their community members in 52 chapters across the country.

That's where the **National Hemophilia Walk** comes in! First launched in 2008, the Walk is a series of nationwide events where participants raise money for crucial research, advocacy and education.

Family-friendly walks take place from April to November, everywhere from Anchorage, AK to Miami, FL. Participants are encouraged to create teams and recruit members. Fundraising teams are especially important to an event's success as they account for about 80% of the money raised in a typical walk. Every walk sees a wide variety of group types, big or small... Businesses, schools, sports teams, and clubs all make for fantastic fundraising teams!

When NHF took their event registration online with FrontStream Fundraising Pro, they quickly discovered that one of the key elements to a winning local walk was to use more online, social and mobile tools to encourage fundraising.

Online registration through the National Hemophilia Walk website has been enormously beneficial for individual chapters. NHF employees also feel comfortable working with a user-friendly website

that makes it easier and easier to manage local walks, returning users, teams and volunteers every year.

So far, in 2015, the national walks have a total of 11,768 registrants, creating a new record for participation. **NHF is also thrilled to have already raised \$826,880 online this year using FrontStream's fundraising tools.** They have already surpassed their 2013 and 2014 proceeds for their walk-a-thons. NHF continues to take care to remind their supporters how important it is to be active on websites and social networks.

National Hemophilia Foundation has also expanded its online fundraising to include online auctions through BiddingForGood.com. So far, they have raised \$25,985 from their special event auctions. They plan to continue to run online auctions as a new and innovative way to increase their fundraising dollars.

By moving more and more of their activities online, NHF has found new ways to increase event participation and raise more money for their important cause.

“We attribute much of our fundraising growth to the variety of multichannel tools provided by FrontStream to easily market and share your story with friends. The feedback reported from our fundraisers and walk managers across the country has been a superior user experience which is a relief as our chapters expand each year.”

- Kristin Hokoyama
Development Manager of Special Events, NHF

