



Collidescope.io

Social Media Activation, Fundraising & Measurement Platform

CASE STUDIES

CASE STUDY:



Champions Unite created buzz as a **first-of-its-kind livestream event** held on March 25, 2021 in Southern California.

With the support of [Collidescope.io](https://collidescope.io), **American Lung Association** surpassed **fundraising goals** and received unprecedented awareness in the region.

Due to event success, ALA has unlocked **new opportunities** to increase their mission impact throughout their communities.



\$340K

Funds raised



\$105

Average Individual Donation



4M+*

Social Reach



1,000+

Viewership



54

Corporate Partners



8

Influencer Partners



130+

Social Media Posts & Stories



13%

Direct Expense Ratio

*Estimated, aggregate social reach



CASE STUDY: WE^T_HE GOOD

THE RESULTS

From April to December 2020, **Collidescope** helped **We The Good** successfully deploy and measure various social media campaigns and content initiatives that increased their reach, as well as the reach of the causes they support.

By establishing the organization as a central facilitator for their curated causes, it allowed them to drive increases in engagement and funds raised.

Utilizing **Collidescope**'s services and technology, **We The Good** drove visits and donors from 60 countries and created a blueprint for success they will continue to follow into 2021 and beyond.



Funds Raised

\$145,480



Average Donation

\$544



*Social Reach

5,400,000



Corporate Partners

2



Influencer Partners

5



Posts & Stories

100+

CASE STUDY: Make-A-Wish®

STREAM [FTW]



May 29th, 2021 marked **World Wish Day** for the **Make-A-Wish Foundation**. To celebrate the annual event, each chapter was to organize a video game streaming event.

With the support of **Collidescope.io**, **Make-A-Wish Greater Los Angeles** was able to seamlessly organize a weeklong event to raise funds and awareness for their organization.

Collidescope.io's Stream FTW event was one of the top funded **World Wish Day** events in the nation, driven by the enormous viewership and reach Collidescope.io was able to create for this virtual event.



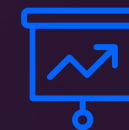
\$21.5K

Funds Raised



\$89

Average Individual Donation



242

Donations



1.5M+

Viewership



1

Brand Partners



9

Streaming Partners



60+

Social Media Posts and Stories



9.5%

Direct Expense Ratio

*Though the campaign has ended, views of the streamers are still occurring, which is also driving ongoing donations



COLLIDSCOPE.IO

CASE STUDY

CASE STUDY:



Dave Thomas
Foundation
for Adoption[®]

The Dave Thomas Foundation For Adoption was looking for new ways to grow their social media following on Instagram.

Collidescope.io developed an influencer strategy that aligned with The Dave Thomas Foundation For Adoption brand by identifying influencers that were either adopted or were foster/adoption families.

Not only did the campaign deliver exceptional results for the main KPIs of increasing their social media following, but the campaign also generated significant increases in downstream website activity as well.



1,226%

Follower Growth



44%

Impression Growth



87%

Engagement Growth



884%

Actions Growth



79%

Instagram-related
Website Visitors



31%

Website
Pageviews



682%

Thank You
Page Visits



104%

Resource
Orders

*Week-Over-Week Growth



CASE STUDY:



Environmental Change-Maker Series

[The Environmental Scouts \(ES\)](#) formed as a 501(c)(3) in early 2020 following the initial COVID-19 lockdowns with the goal to improve environmental education and awareness for youth. By developing a platform to consolidate the curriculum and grass roots work being done by so many great organizations, it is more efficient to publicize and gain public and social influencer support for these organizations a a whole.

Utilizing **Collidescope's** methodologies and support, ES launched its first-ever "**Environmental Change-Maker Series**" in Summer 2020. An initial group of eight non-profit groups, with an aggregated social reach (Instagram, FaceBook, Twitter, YouTube) of approximately 500,000 followers, were highlighted and **Collidescope** was able to calculate and quantify the value. This measurement can be used to sell-through a higher-reach opportunity for both **Corporate Social Responsibility** or **Foundation** financial support for future Series and improved amplification with the support of **social media influencers**.



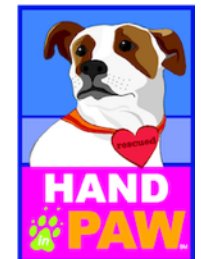
DOWNLOAD

the 2020 Environmental Scouts Impact Statement



The Whale Sanctuary Project

**MORE OCEAN
LESS PLASTIC**
THE 5 GYRES INSTITUTE



**KIDS
against
PLASTIC**



COLLIDESCOPE.IO

CASE STUDY