

CUSTOMER SPOTLIGHT

Himalayan Trust Foundation



For us, it's definitely been worth making the investment to build a custom campaign website with Everydayhero. We plan on running this event every year so, ensuring that we have a model that's user-friendly was very important to us.



- Linda Broom, Public Engagement Manager at the Himalayan Trust Foundation

For over five decades the Himalayan Trust Foundation has been working with friends and partners in Nepal to reduce poverty and strengthen communities in the Everest region.

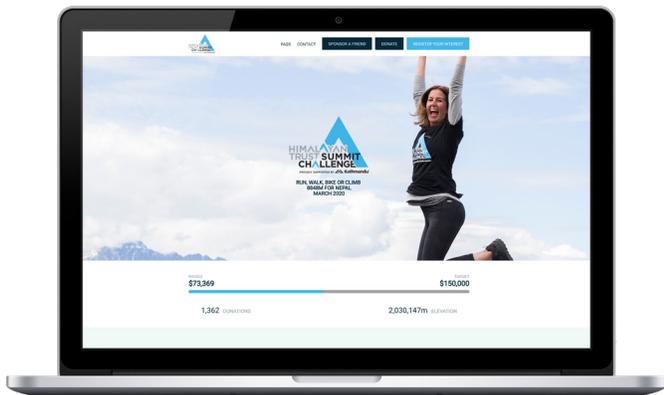
The Campaign

The **Himalayan Trust Summit Challenge** was the first major online fundraising campaign for the Himalayan Trust foundation. The challenge encourages participants to climb, walk or ride 8848m (the height of Mount Everest) to help raise funds for remote mountain communities in Nepal. This campaign was inspired by a group of supporters who ran a similar event with a peer-to-peer fundraising page on Everydayhero. This year, the foundation has decided to run the event as an organisation.

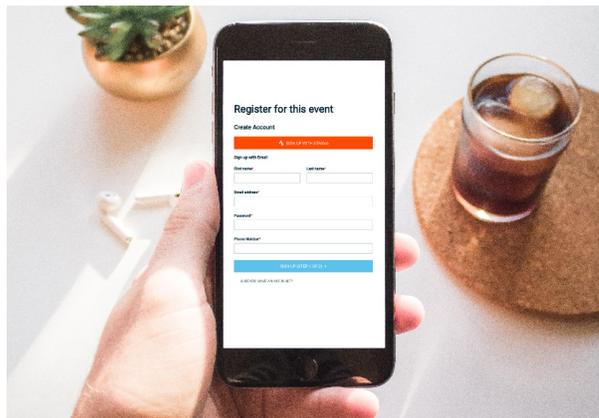
The Partnership

For this campaign, Everydayhero provided a custom-built website, specifically tailored to the Himalayan Trust Foundation's event goals. The custom website features Everydayhero's latest addition to the manual fitness tracker application – Elevation. This features enables fitness data logged on individual fundraising pages to be pulled through to the goal tracker, allowing participants to see their efforts collectively and individually on a leaderboard to enhance friendly competition.

The fitness App, Strava, was selected exclusively as the only third party app enabled during signup rather than email to encourage fitness app connection at the point of registration. Research shows that fundraisers who share fitness activities tend to raise more money than those who don't. This particularly noticeable in Australia where fundraisers who share their fitness journey raise 4% more on average.



Custom-built Summit Challenge fundraising website



The campaign website also includes Everydayhero's latest feature release, Custom Signup flow. This feature integrated the Everydayhero signup form with the event website, allowing supporters to create their fundraising pages through a seamless, branded experience.

The Results



14.97%

Increase on fundraising target



128

Active Participants



\$56

Average raised per page

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.

