

CAUSE MARKETING WITH LIONS ACADEMY MARTIAL ARTS

CASE STUDY: CRAZY PINZ

OVERVIEW

Crazy Pinz, an Indiana-based bowling and entertainment center, used our Cause Marketing module to help Lions Academy Martial Arts raise funds to help offset the cost of out of town tournaments and uniforms. The bowling center loaded 10 games of bowling to a batch of 1000 cards with a programmed limit of 1 game redemption allowed per day. This redemption control of the widget balance (Games) encourages repeat frequency since customers must visit 10x in order to redeem all 10 games. The cards were given to Lions Academy free of charge to distribute to families and supporters. Some of the cards were sold to supporters for \$5 and some were given away. Crazy Pinz set a donation ratio of 5% on all sales from use of the cards which means cardholders would be raising \$0.05 back for every \$1.00 spent at Crazy Pinz when the Lions Academy Martial Arts card was presented at checkout.



Although Lions Academy raised over **\$4,000** in donations (not including fees from selling the cards), Crazy Pinz turned out to be the big winner and generated over **\$80,000** in sales from the group's circulation efforts and visitation!



Performance Metrics for Lions Academy Martial Arts Fundraiser

Total Sales for Crazy Pinz from Lions Academy Members: \$84,761.59
Total Money Raised for Lions Academy @ 5% Donation: \$4,238.08
Total # of Unique Customers who visited Crazy Pinz: 619
Total # of Transactions from Lions Academy Members: 8,020
Avg. Ticket: \$10.57 (over \$3 higher than \$7.55 average from non-members)

Steve Hanford, Lions Academy Martial Arts

"Due to the success of this program we have been able to use the money to subsidize the cost of a tournament so more parents and students could attend for \$30 instead of \$50 plus we were able to order better trophies. THANK YOU CRAZY PINZ!"