

Nonprofit Fundraising Campaign

Pikes Peak Community Foundation

magneti
CASE
STUDIES

EXECUTIVE SUMMARY

In 2006, the Venetucci family in Colorado Springs, Colorado gifted their historic farm, established in 1936, to the Pikes Peak Community Foundation. The 190-acre Venetucci Farm is the only working farm in Colorado Springs and is known within the community for its pumpkin patch in the fall months. The Pikes Peak Community Foundation's goal was to restore and revitalize the farm. This meant building a new barn for the Venetucci Farm, as the original had blown down in a windstorm several decades earlier.

Magneti utilized a combination of digital and traditional marketing to fundraise the amount needed for the barn — over \$350k. The barn, constructed in 2015, now serves as both a functional barn for Venetucci Farm and as a gathering place and historical landmark for the Colorado Springs community.

ABOUT THE CLIENT

The Pikes Peak Community Foundation is a Colorado Springs-based public nonprofit organization aiming “to connect people with causes that matter by advancing philanthropy, creating legacies, and fostering community stewardship.” Through fund-based donations, PPCF supports projects that will improve the quality of life in the region. Besides efforts related to the Venetucci Farm, PPCF manages the Aspen Valley Ranch and the Pinello Ranch birding project. PPCF also supports over 50 local organizations.



CHALLENGE

The main challenge of the campaign was to raise the \$350k to construct the Venetucci Farm barn as quickly as possible. The campaign needed to honor both the history of the community foundation and the history of the farm — use rich digital assets to tell the story. Magneti needed to create a number of assets to support fundraising for the new Venetucci Farm barn. The assets needed included a logo, name, website, design collateral, a donation payment portal, and opportunities for community engagement.

SOLUTION + RESULTS

Magneti called the fundraising efforts “Raise the Barn” in honor of the rural community tradition of a barn raising. A short video was produced to tell the story of Venetucci Farm and the barn. Magneti created a Kickstarter-type website for donations, where each level of giving would be incentivized with a perk. Magneti also enabled “text to give” for mobile donations. The efforts resulted in a celebratory barn raising in April 2014.



Magneti’s marketing efforts resulted in 100% CAPITAL RAISED, over \$350k

PRINT COLLATERAL



RAISE THE BARN PROMO VIDEO
[click to watch](#)



“Magneti takes great care of their clients... For our project, they created a dynamic video and website that produced lots of traffic and then quickly generated income in a timely way. And, their positive attitudes make them really enjoyable to work with.”

Michael Hannigan

former CEO of the Pikes Peak Community Foundation

ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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