

## CUSTOMER SPOTLIGHT

# Science World



“From our point of view, it was efficient, easy, secure and allowed us to personalize the campaign for what we needed in our brand and our message.”

”

—Nancy Roper, Vice President of Development

Faced with plunging revenue during COVID-19, Science World sought a new peer-to-peer fundraising solution to quickly protect its outreach education programs. The solution helped the nonprofit attraction raise hundreds of thousands of dollars through an undeniably clever Nerd-a-thon while rallying Canadians to remember, at a critical moment, that The World Needs More Nerds.

### Genius peer-to-peer fundraising campaign resonates across Canada.

Science World ignites wonder and empowers dreams through science and nature. Perched along False Creek in a sparkling dome built for the Expo 86 World's Fair, the iconic Vancouver attraction delights over 860,000 visitors annually through hands-on exhibits, while also delivering vital outreach education opportunities across the province of British Columbia to over 145,000 student and teachers.

When COVID-19 caused a sudden revenue drop of 85% and put the charitable organization's outreach education efforts in jeopardy, Science World responded with a stroke of genius, creating The World Needs More Nerds fundraising campaign with the benefit of JustGiving® from Blackbaud,

#### Science World is powered by Blackbaud solutions for

- ✓ Peer-to-peer fundraising
- ✓ Fundraising and relationship management
- ✓ Merchant services

which was being introduced to Canadian customers through an early access program.

Science World's development team asked to join the early access program, because the peer-to-peer fundraising solution "clicked all the boxes" and could facilitate a quick response, according to Nancy Roper, Science World's vice president of development. "From our point of view, it was efficient, easy, secure, and allowed us to personalize the campaign for what we needed in our brand and our message."

The team's successful use of other Blackbaud fundraising solutions through the years—including Blackbaud Raiser's Edge NXT® and Blackbaud Online Express™—also boosted their confidence going in. "We knew we could trust the platform because of the reputation of Blackbaud."

## Calling All Nerds

Prior to its introduction in Canada, JustGiving® from Blackbaud had proven successful in other parts of the world. The flexible fundraising solution provides easy crowdfunding and do-it-yourself abilities that turn supporters into advocates who can further engage family, friends, and colleagues with related fundraising pages.



“Science is more important than ever right now.”

—Nancy Roper,  
Vice President  
of Development



**\$150,000**  
in matching gifts

Science World champions STEAM learning: Science, Technology, Engineering, Art and Design, and Math. In a time of world worry, the positive spirit of its Nerd-a-thon campaign resonated, attracting national media coverage the first weekend after its launch in July 2019 and raising more than \$150,000 within the first two months.

After that point, the campaign incorporated a \$100,000 matching challenge from gaming entrepreneur Jesse Houston and his wife Erica, and once that was complete, added a \$50,000 matching gift campaign by founding members of the energy analytics firm Ecotagious. The total was anticipated to climb past \$400,000, and thanks to the flexibility of JustGiving® from Blackbaud, big and small offline donations could be added to the ongoing online tally on the main Nerd-a-thon page.

With the help of Science World's go-to marketing agency Rethink, the campaign highlighted STEAM celebrities, incorporating photos from their childhood. The nerd A-list included Jesse Houston as well as Canadian astronaut Chris Hadfield, primatologist Jane Goodall, and B.C.'s Provincial Health Officer Bonnie Henry, who had gained prominence for her leadership \$150,000 during the pandemic.

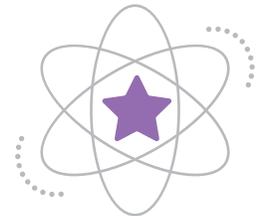


**\$400,000+**  
Anticipated  
fundraising total

Accessibility was key, and through JustGiving® from Blackbaud, all nerds were encouraged to get involved with simple guidance on how to make the challenge their own. “There’s a variety of ways you can celebrate your nerdiness and support the organization,” Roper said.

Groups like the life sciences company Zymeworks got involved, matching their employees’ donations by “Nerd-ing Out” at work.

A line of merchandise complemented Science World’s larger campaign, with Nerd in Training T-shirts for youth, and Giant Nerd T-shirts for adults, plus themed pins, socks and COVID masks. Vancouver-born *Avengers* actress Cobie Smulders gave the merch and Science World a shout-out on social media, telling her Canadian peeps: “The place responsible for my nerdiness is struggling due to COVID.”



Messaging  
supports critical  
science moment

The World Needs More Nerds campaign has also served a larger purpose by reinforcing trust in scientific experts, their work, and recommendations during a critical stretch of the pandemic. As Roper pointed out: “Science is more important than ever right now.”

Raise more money and reach new supporters.

[Learn more](#)

“We knew we could trust the platform because of the reputation of Blackbaud.”



—Nancy Roper, Vice President of Development

#### About Blackbaud

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