

CASE STUDY



TOTAL BIDS

27

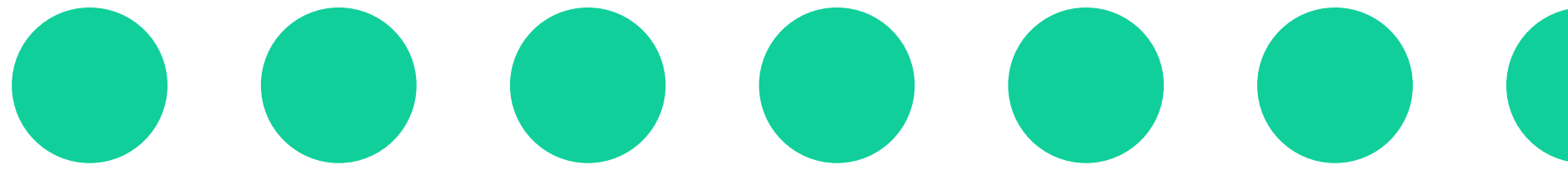
WINNING BIDS

**\$600 BID FROM
BIDDER WITH >1M
FOLLOWERS**

**\$450 BID FROM
BIDDER WITH >100K
FOLLOWERS**



how a non-profit educational organization partnered with social media icons to help exceed their fundraising goals...



ABOUT INSPIREDU ATLANTA

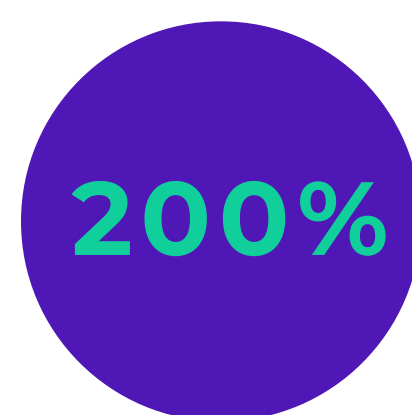
InspiredU aims to help underserved youth develop the skills needed for education and career success through technology based learning tools and engagement activities with their families, communities and schools.

CHALLENGE

InspiredU holds an annual “E-Amazing” race and fundraising drive with the goal of filling 200 backpacks with laptops and school supplies to assist children from low income households in the Metro-Atlanta area.

SOLUTION

Through Iconically’s marketplace, InspiredU submitted a short video request that elicited responses from multiple iconic influencers, including Billboard charting artist and education advocate, El-Jay, who called on his 4.2 million followers to donate.



**FUNDRAISING GOAL WAS
REACHED DURING
CAMPAIGN**

“Because of the incredible work that was done, we raised over twenty-six thousand dollars for our back-to-school fundraiser and will supply over 400 students with laptops and school supplies this year.”
— Richard Hicks, Chief Executive Officer, InspiredU