



**Submitted by:** Peter DiGeronimo, [pete@36creative.com](mailto:pete@36creative.com)

**Company/Organization:** 36Creative

**Number of Employees:** 20

**For-profit/ Nonprofit:** for profit

**Category:** community

### **Challenge or Opportunity:**

Within our world, we have the unique ability to help others accomplish their goals. A partner of ours decided to participate within the 2017 Pan Mass Challenge. However, their team had concerns that they wouldn't be able to reach their fundraising goal without some support. So they reached out to us for help.

### **Approach or Solution:**

To assist their fundraising efforts, our team created a custom web page as part of their company website that every rider, family member, and company employee could use to share and promote the teams effort throughout their networks. It included a team video, bios, and a direct donation link that dramatically increased donation submittals.

### **Impact:**

This small effort on our part created a basis for a promotional system that allowed our partner to not only obtain their goal of raising \$33,600, but shatter it to raise a total \$49,320.28 for the Pan Mass Challenge.