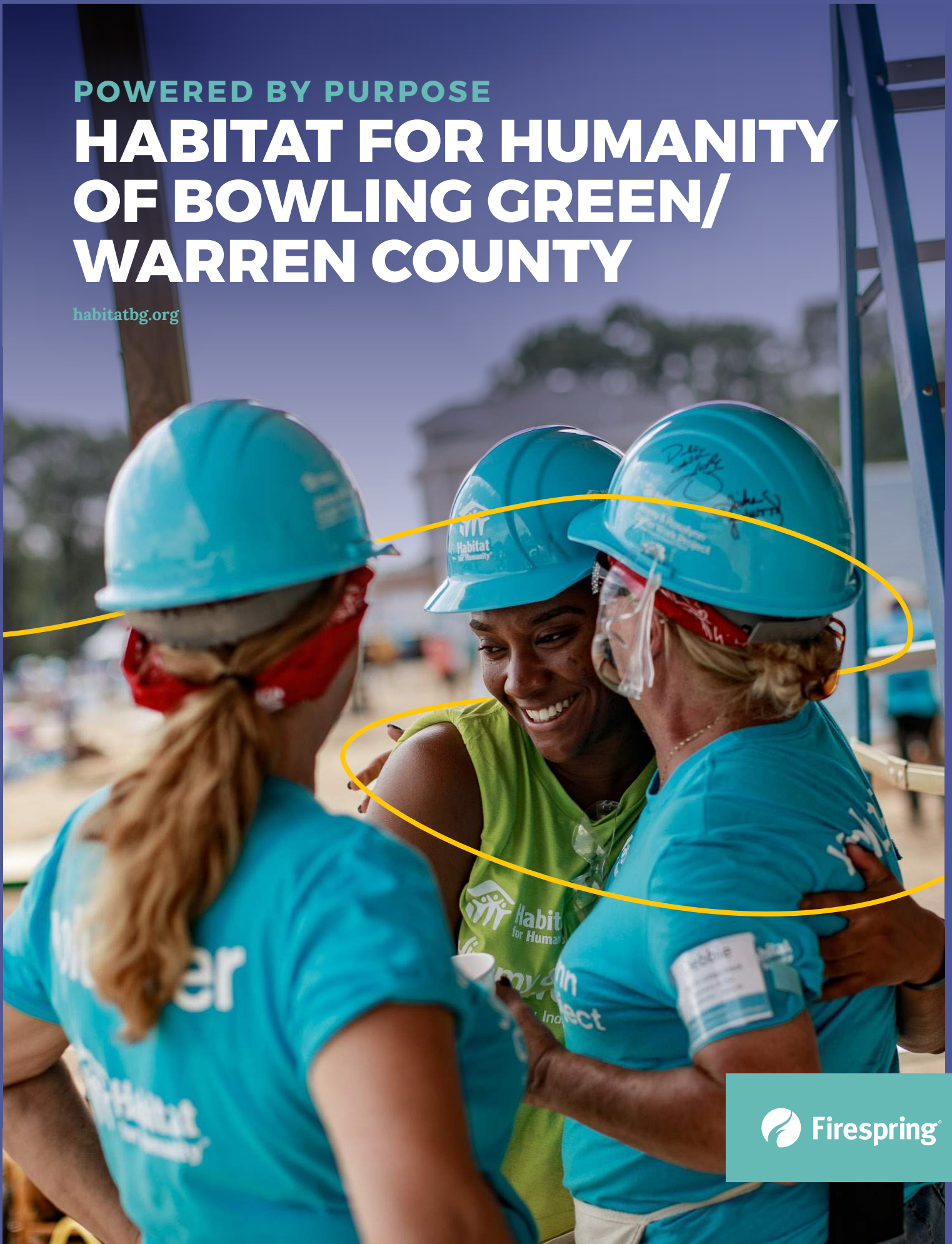


POWERED BY PURPOSE

HABITAT FOR HUMANITY OF BOWLING GREEN/ WARREN COUNTY

habitatbg.org



Who They Are



This Habitat for Humanity affiliate in Bowling Green, Kentucky, is a nonprofit that helps local families build and improve places to call home. They believe affordable housing plays a critical role in strong and stable communities.

Challenges

Habitat for Humanity of Bowling Green/Warren County lacked the online presence to maximize fundraising efforts and efficiently connect with their network. In their words, *“We did not have anything but a simple website. It was dormant—nothing that we could actively use. We are not web experts; we were just floundering out there with a URL that didn’t do anything. We didn’t have the tools or support to execute at a high level before meeting Firespring.”*

Goals

Habitat for Humanity of Bowling Green/Warren County needed a partner to help enhance fundraising initiatives, improve communication with their audience segments and equip them to do more with a robust website that functioned as good as it looked.

THEY WANTED TO:



EMPOWER VOLUNTEERS:

Improve outreach to volunteers and make it easier for them to engage with Habitat’s work, expanding their capacity to build more homes.



RAISE MORE MONEY:

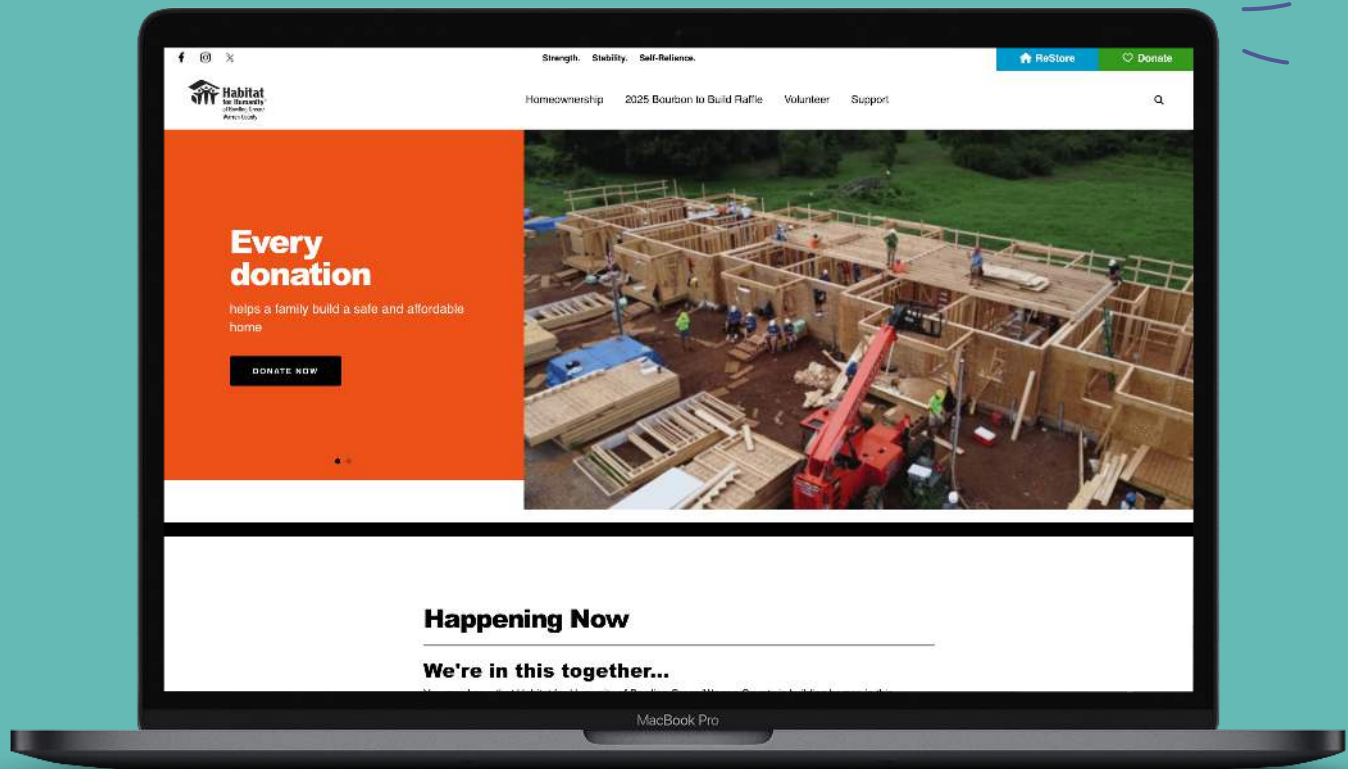
Leverage technology to improve fundraising campaigns and attract more donors.



IMPROVE COMMUNICATION EFFICIENCY:

Streamline the approval process for prospective homeowners and volunteers.

DESKTOP HOMEPAGE



Why Firespring

Firespring stood out because of our experience in the nonprofit space and reputation as a trusted provider.

Bowling Green/Warren County was already familiar with Firespring's work through other Habitat affiliates, which made the decision a natural one.

THE NONPROFIT WAS SPECIFICALLY LOOKING FOR A PLATFORM THAT COULD:

- Host a dynamic website with robust fundraising tools.
- Enable streamlined communication with applicants, donors and volunteers.
- Support the creation and launch of fundraising campaigns, such as their annual Bourbon to Build Raffle.

Solutions & Strategy

Firespring worked with Bowling Green/Warren County to create a website that would streamline communication and boost their fundraising efforts, focusing on:



A STREAMLINED USER EXPERIENCE:

The website was designed to be user-friendly, focusing on three key experiences: applying for housing, volunteering and donating.



IMPROVED COMMUNICATION:

The platform provided the org with a central location for all their communications with their various audience segments.



FUNDRAISING INTEGRATION:

The website allowed for the launch and management of their annual Bourbon to Build Raffle, a unique fundraising campaign tied to Kentucky's bourbon culture. This online campaign helped Habitat connect with national donors and raise more funds.



APPLICANT PROCESSING:

The new website allowed applicants to submit interest forms, helping to screen potential homeowners early in the process and save time and resources by eliminating unnecessary meetings and paperwork.

“Our Firespring site is a living, breathing entity that we can use for our work. Our applicants engage with it, our current homeowners use it, we can recognize our sponsors and we're able to send out messages through it.”

— Matt Sheffield
Chief Development Officer

MOBILE DONATION PAGE

Strength. Stability. Self-Reliance.

ReStore

Donate

Habitat for Humanity of Bowling Green/Warren County

EVERY DONATION

SUPPORT

Donate

Habitat for Humanity of Bowling Green/Warren

Make a Donation

Card Crypto

Stock DAF

Once Monthly Annually

\$45 \$100 \$200

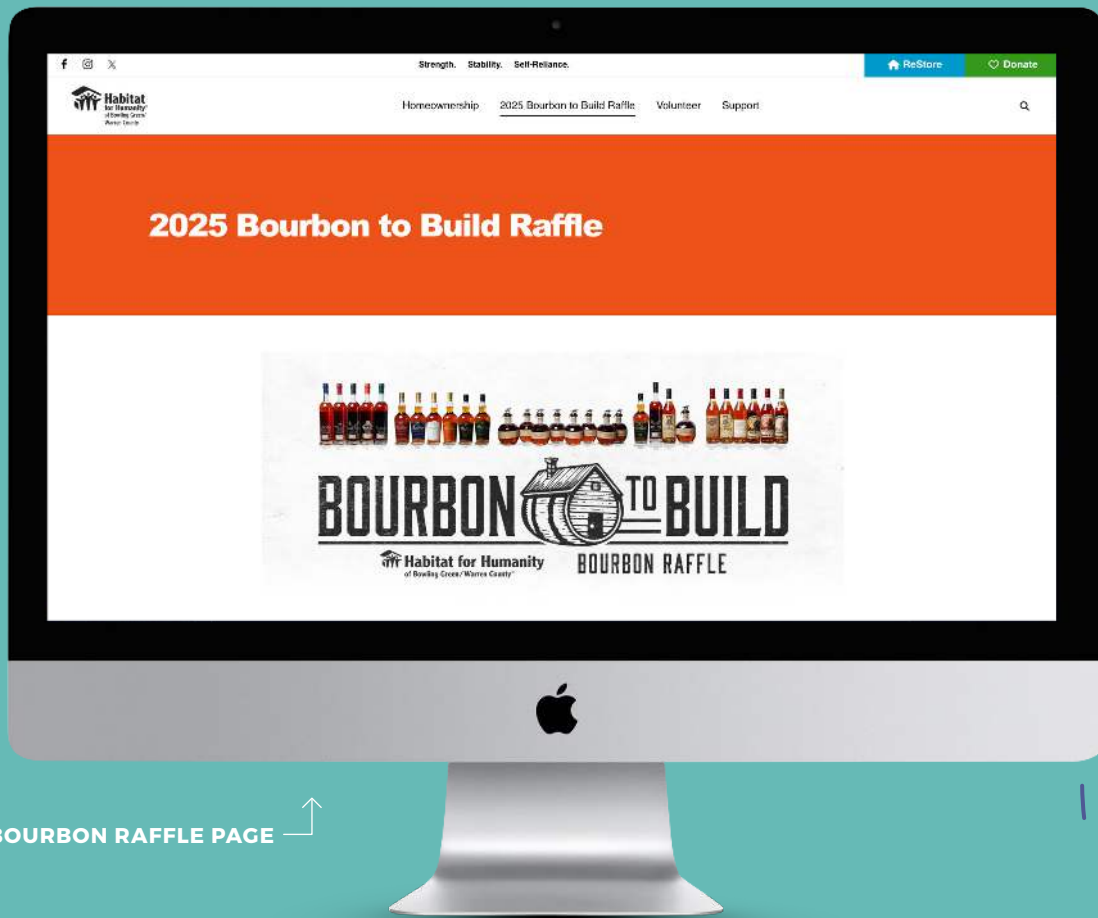
\$500 \$2,500 \$5,000

\$200

Cover transaction fees (?)

Select Impact Area

Donate



BOURBON RAFFLE PAGE ↗

Results

INCREASED FUNDRAISING SUCCESS:

Donations increased year over year for their bourbon raffle. **Since 2020, the organization has raised over \$1 million, with more than \$517,000 raised in 2023 alone.** Reaching a national audience through their website significantly expanded their donor base and increased their capacity to raise money.

“What’s even crazier than raising \$500k is raising \$500k from across the country. We’re not national—we are Habitat for Humanity of Bowling Green, Kentucky.”

STREAMLINED COMMUNICATION:

Their new website has become a central hub for all communication—a single touchpoint for everything from applying for housing to supporting fundraising initiatives.

HIGHER SUCCESS RATE FOR HOMEOWNERSHIP APPLICANTS:

By streamlining the application process, Habitat of Bowling Green saw an increase in the percentage of applicants who qualify for housing. The interest form and clear eligibility criteria reduced confusion and helped potential homeowners understand whether they’re ready to move forward. **The result: A higher success rate for applicants transitioning to homeowners.**

“Anytime we’ve had a coding issue, a design issue or a general question, I have always gotten really great responses and willingness to help. I know I have partners in Firespring. I’m not just making payments for a website host.”

— Matt Sheffield
Chief Development Officer