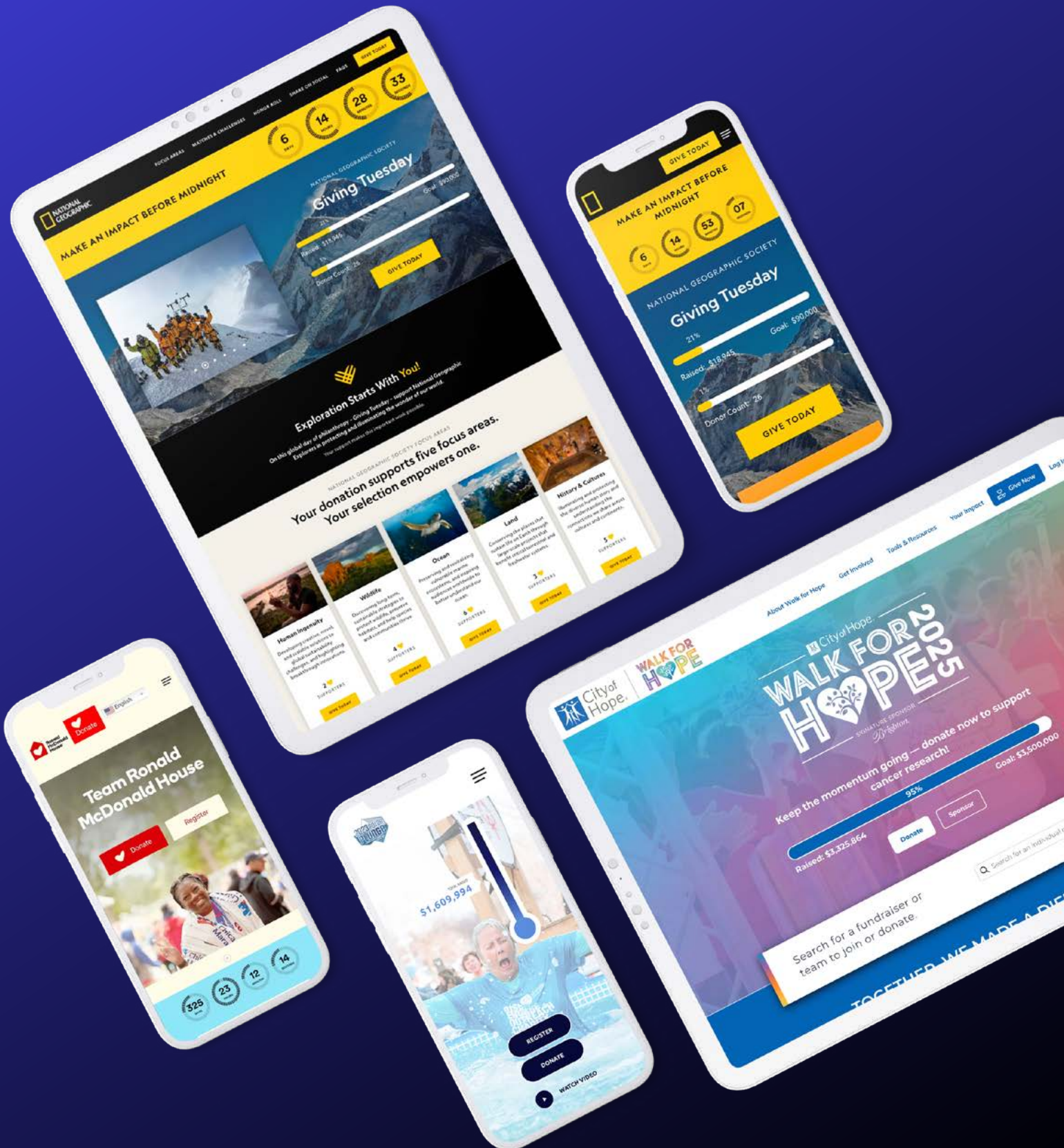


# mittun

Discover the impact of a Mittun made website



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# NATIONAL GEOGRAPHIC

## ➤➤ How National Geographic Raised \$350,000 with Strategic Gamification

National Geographic Society needed a Giving Tuesday experience that could handle massive traffic, create urgency throughout the day, and give donors multiple ways to support their mission areas.

Mittun built a custom microsite with real-time countdown animations, focus area tracking (so donors could choose Wildlife, Oceans, etc.), and timed challenges that opened and closed throughout the 24-hour event—keeping momentum high from midnight to midnight.

**Result:** \$350,000, exceeding their goal and proving that strategic gamification drives both engagement and dollars.

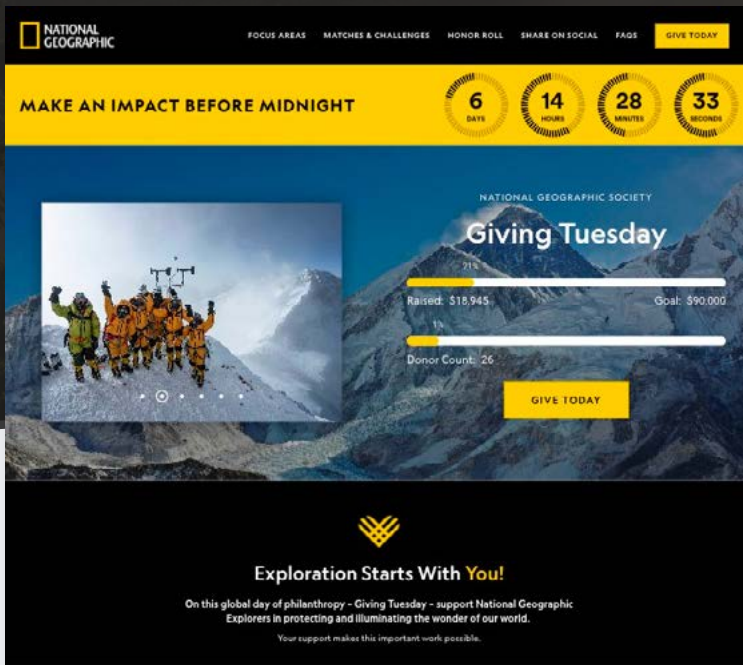
### TESTIMONIAL:

*"You guys are going to make me cry, this is just awesome. You guys go above and beyond. I feel like a heart with tears running down."*

- Meredith Joanne, National Geographic Society

### KEY SERVICES FEATURED:

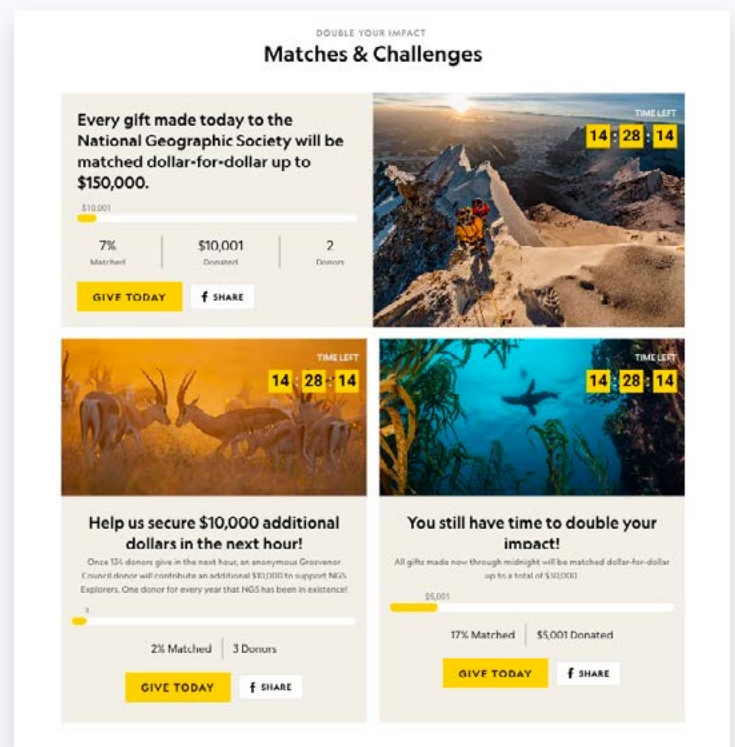
- Custom countdown animation
- Real-time progress bars connected to Classy
- Focus area selection for donor choice
- Timed challenges & matches throughout Giving Tuesday



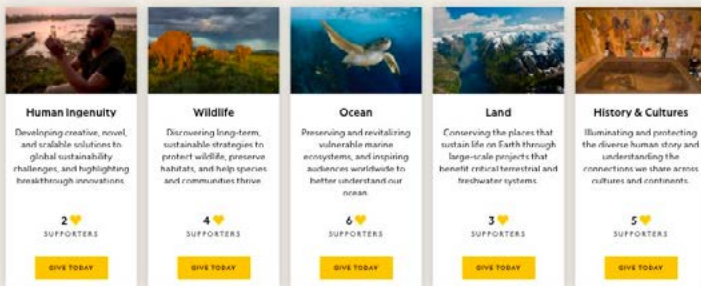
← CUSTOM COUNTDOWN ANIMATION

← CUSTOM PROGRESS BARS CONNECTED TO CLASSY ACCOUNT

### CUSTOM CHALLENGES & MATCHES TIMED TO OPEN/CLOSE THROUGHOUT GIVING TUESDAY



### YOUR DONATION SUPPORTS FIVE FOCUS AREAS. YOUR SELECTION EMPOWERS ONE.



↑ CUSTOM FOCUS AREAS DEVELOPED TO MEASURE DONORS INTEREST IN VARIOUS FUNDRAISING INITIATIVES



WALK FOR HOPE

## City of Hope's Walk for Hope: A Gamified Portal That Raised \$3M+ Across Multiple Locations

City of Hope runs Walk for Hope events across multiple cities, each with their own fundraising campaigns. They needed one branded hub where participants could register, track their progress, see statewide totals, and feel part of a unified movement.

Mittun built a custom portal on their domain that integrates with all their Classy campaigns, giving participants personalized dashboards, team captain tools, leaderboards, and automated incentive tracking—all while maintaining City of Hope's premium brand experience.

**Result:** Seamless coordination across multiple locations, higher participant engagement, and a scalable system they use year after year.

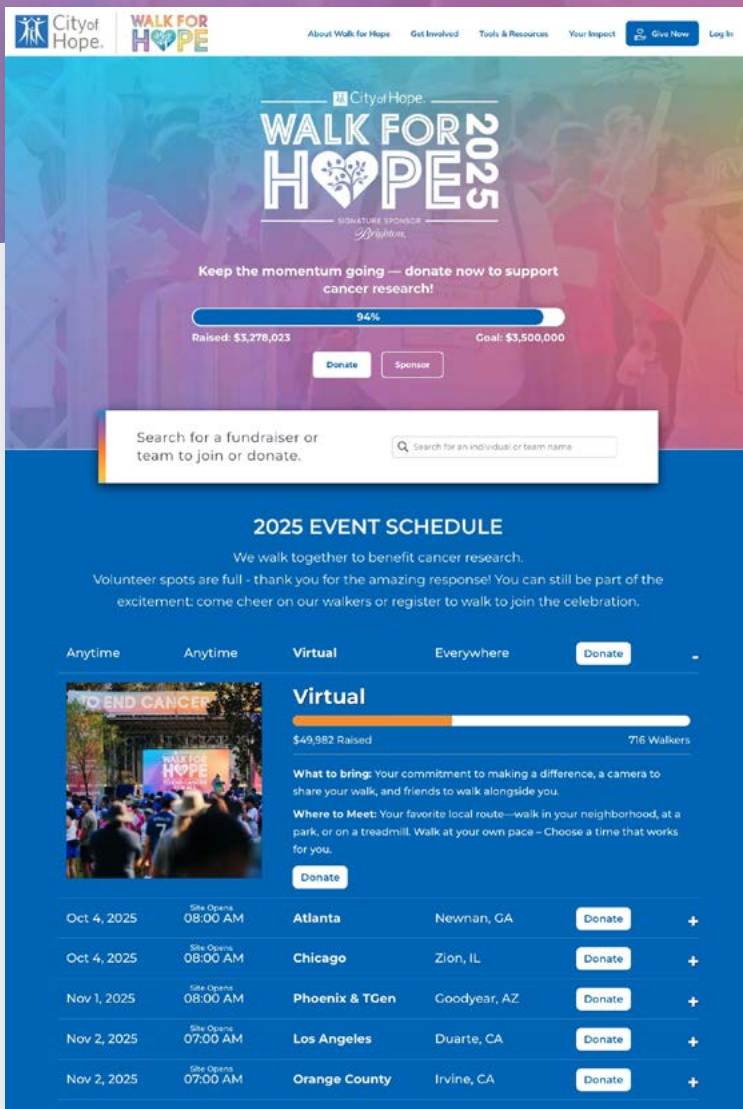
### TESTIMONIAL:

"Mittun is so awesome. You guys are fast, you're receptive, you listen, you take action. It's been really great. The team has been great. In helping navigate next steps and where we are. It's been really nice."

- Bridget Livengood, Senior Executive Director, Philanthropy Brand Experience, City of Hope

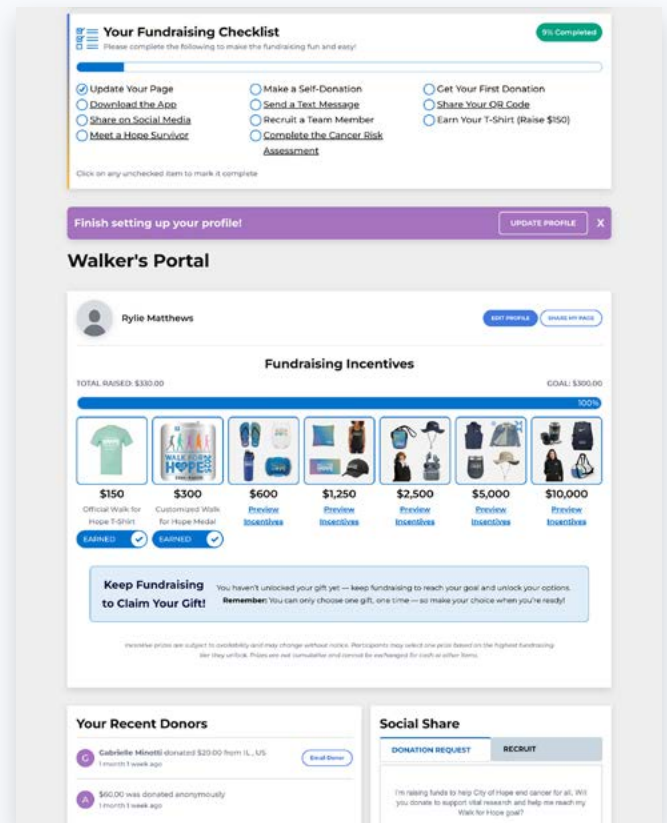
### KEY SERVICES FEATURED:

- Multi-campaign aggregation across locations
- Participant portals with fundraising dashboards
- Team captain views and management tools
- Automated incentive tracking and leaderboards



CUSTOM EXPANDABLE EVENT LIST

### CUSTOM FUNDRAISING CHECKLIST



CUSTOM PORTALS FOR WALKERS + CAPTAINS

# COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

## ➤ Columbia Raised \$2.3M in One Day with School-vs-School Competition

Columbia University's Giving Day needed to engage alumni across all their schools—Engineering, Medicine, Business, Arts—and create friendly competition that would drive donations throughout the 24-hour event.

Mittun built a custom Giving Day microsite with live school-vs-school leaderboards (updating every 1-2 minutes), multiple ways to compete (total raised, number of donors, participation rate), and hourly challenges that kept alumni checking back all day.

**Result:** \$2.3M raised in 24 hours with 30% more donors than the previous year. The competitive element transformed passive alumni into active participants.

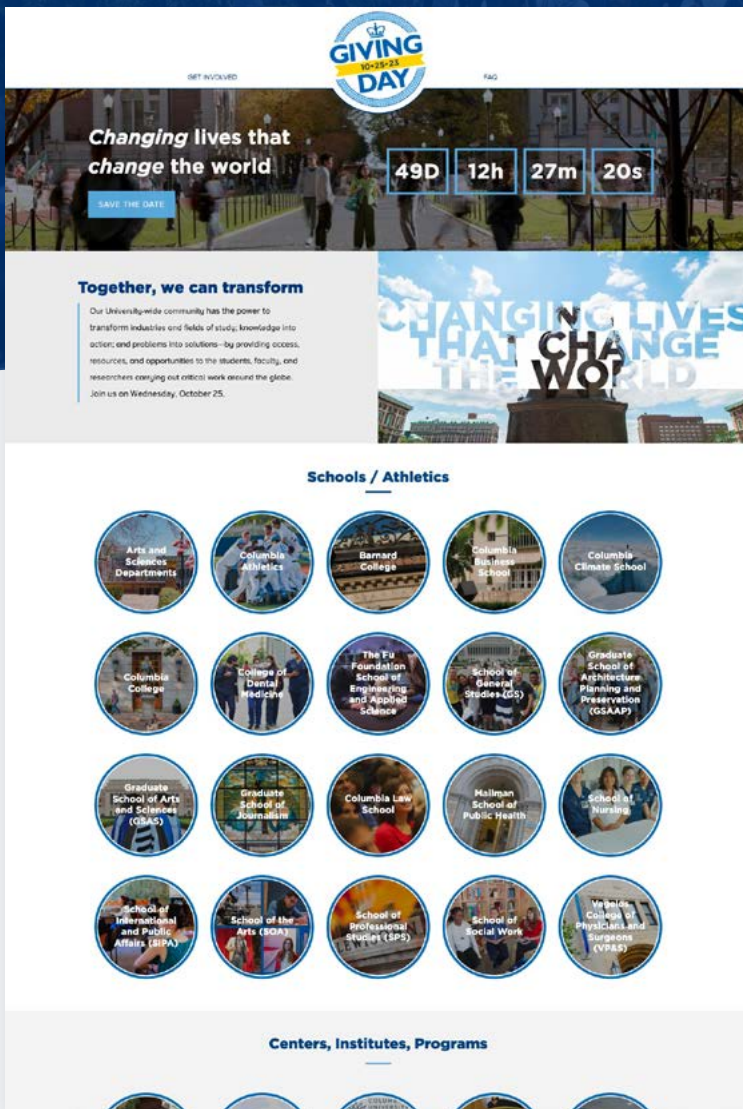
### TESTIMONIAL:

*"Mittun raising the bar so hard in these little ways. Like, we're going to get calls from other universities that are like, 'how do you do this on our fundraising software?'"*

- Leslie Kelly, Marketing Consultant/Project Manager, Columbia University

### KEY SERVICES FEATURED:

- Real-time school leaderboards
- Multiple competition categories
- Donor activity feed
- Class year tracking and participation metrics



← CUSTOM COUNTDOWN ANIMATION

### REAL-TIME SCHOOL LEADERBOARDS



#### Hourly Challenges

Hourly challenge funds are awarded to encourage giving momentum throughout the day. All times noted are EDT.

| Time     | Challenge                             | Prize   | Winner                               |
|----------|---------------------------------------|---------|--------------------------------------|
| 12:00 am | Early Bird                            | \$1,000 | Athletics                            |
| 4:00 am  | Most International Gifts              | \$2,000 | Business                             |
| 6:00 am  | Random Gifts (Four \$500 winners)     | \$2,000 | CVT, SIPA, Zuckerman, SPS            |
| 7:00 am  | Random Alumni Gift                    | \$1,500 | Nursing                              |
| 8:00 am  | Random Parent Gift                    | \$1,500 | Climate                              |
| 9:00 am  | Most Gifts                            | \$2,000 | Athletics                            |
| 10:00 am | Random Gift to Center/Institute/Cause | \$1,500 | Food Pantry                          |
| 12:00 pm | Most Faculty/Staff Gifts              | \$2,000 | Athletics                            |
| 1:00 pm  | Largest Online Gift                   | \$2,000 | Athletics                            |
| 2:00 pm  | Random International Gift             | \$1,500 | Malman                               |
| 3:00 pm  | Most Undergrad G.O.L.D. Gifts         | \$2,000 | Athletics                            |
| 4:00 pm  | Most Graduate School Gifts            | \$2,000 | SIPA, Business                       |
| 5:54 pm  | 17:54 Gift                            | \$1,754 | Columbia College                     |
| 6:00 pm  | Largest Online Gift                   | \$2,000 | Columbia College                     |
| 7:00 pm  | Most Gifts to Center/Institute/Cause  | \$2,000 | Zuckerman                            |
| 9:00 pm  | Random Alumni Gift                    | \$1,500 | GSAS                                 |
| 10:00 pm | Random Gifts (Four \$500 winners)     | \$2,000 | Journalism, Dental, Law, Engineering |
| 11:00 pm | Night Owl                             | \$1,000 | School of the Arts                   |

↑ CUSTOM LAYOUT



## »» How SOILL Coordinates 3,000+ Plungers Across 26 Events with One Portal

Special Olympics Illinois runs 26 Polar Plunge events across the state every winter. Managing that many locations, participants, and fundraising campaigns manually? Impossible.

Mittun built [plungeillinois.com](http://plungeillinois.com)—a custom portal that aggregates all 26 Classy campaigns, shows statewide totals in real-time, handles College Cup university competition (even when students are at different city events), and gives team captains visibility into their teams.

**Result:** Grew from \$1.8M to \$3M+ annually with 70% participant retention year-over-year. The portal doesn't just manage complexity—it enables growth.

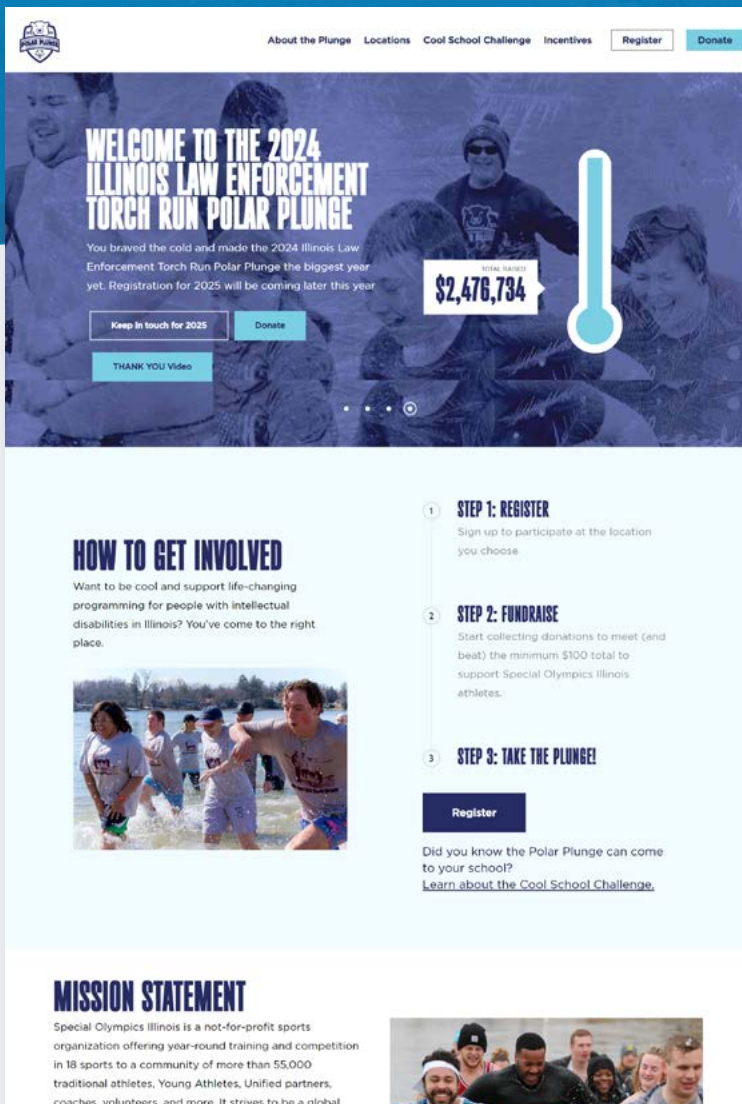
### TESTIMONIAL:

*"Thanks again everyone on all the work on this site. It is so beautiful and it's always a pleasure to work with your team!!!!"*

- Vanessa Campos, Director - Plunge Development, Special Olympics Illinois

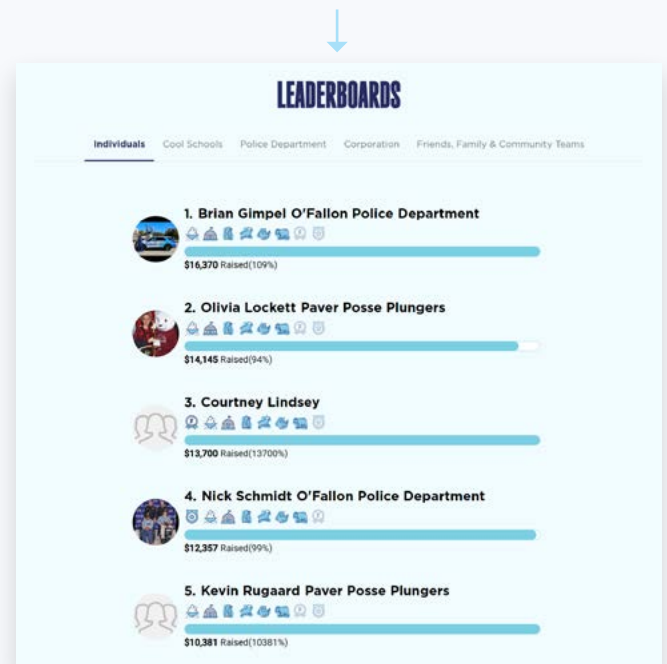
### KEY SERVICES FEATURED:

- Multi-location campaign aggregation
- College Cup cross-campaign leaderboards
- Custom registration questions for team-within-team tracking
- Participant and captain dashboards



### ← CUSTOM PROGRESS BAR

### LEADERBOARDS WITH BADGES



## ➤ Kent State's Giving Tuesday: A Branded Experience That Drives School Pride

Kent State needed a Giving Day experience that felt uniquely theirs—not a generic fundraising page. They wanted to showcase featured funds, track progress in real-time, and make it easy for donors to see exactly where their gift was going.

Mittun built a custom Giving Tuesday microsite with a featured fund grid, live donation activity feed, and progress tracking for each school and initiative—all in Kent State's bold blue and gold branding.

**Result:** A polished, on-brand experience that made donors feel confident and connected—and gave Kent State a reusable platform for future campaigns.

### TESTIMONIAL:

*"Working with Mittun has honestly been the easiest part of our projects. Their side is never where the problems are."*

- Danny Porter, Associate Director, Kent State

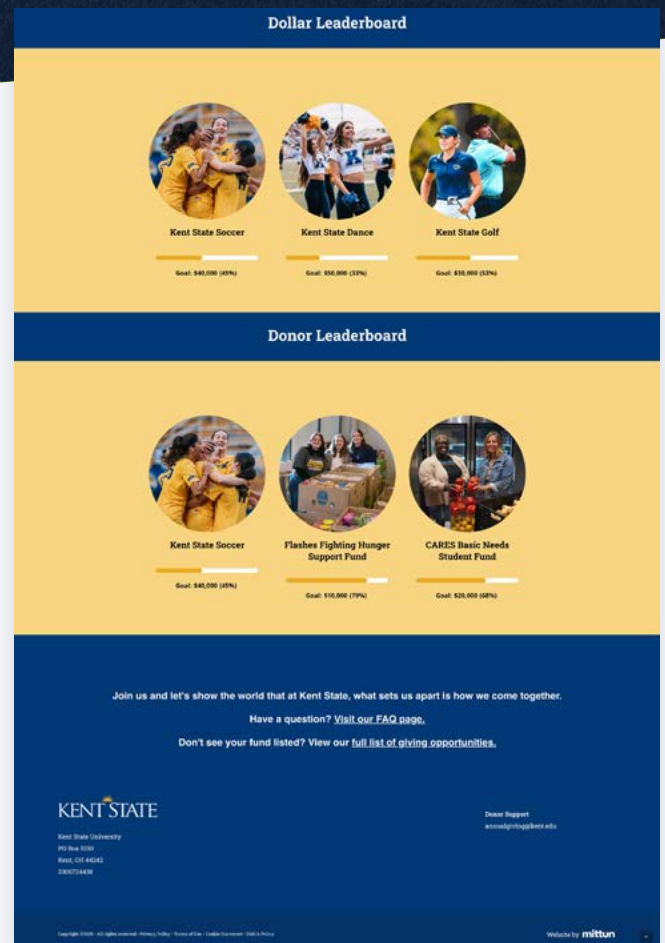
### KEY SERVICES FEATURED:

- Custom campaign filter + grid
- Donor activity feed
- Real-time progress bars
- Branded design matching university identity



CUSTOM CAMPAIGN FILTER + GRID

### REAL-TIME PROGRESS BARS



BRANDED DESIGN MATCHING UNIVERSITY IDENTITY



## »» Ronald McDonald House: A Portal That Makes Complex Fundraising Simple

RMH runs multiple fundraising initiatives simultaneously—each with different participant types, goals, and tracking needs. They needed a backend system that could handle complexity without overwhelming their team or participants.

Mittun built a custom portal with participant dashboards, team coordination tools, and admin reporting that gives RMH complete visibility into their campaigns—all while keeping the participant experience simple and intuitive.

**Result:** Streamlined operations, better data for decision-making, and a system that scales as their programs grow.

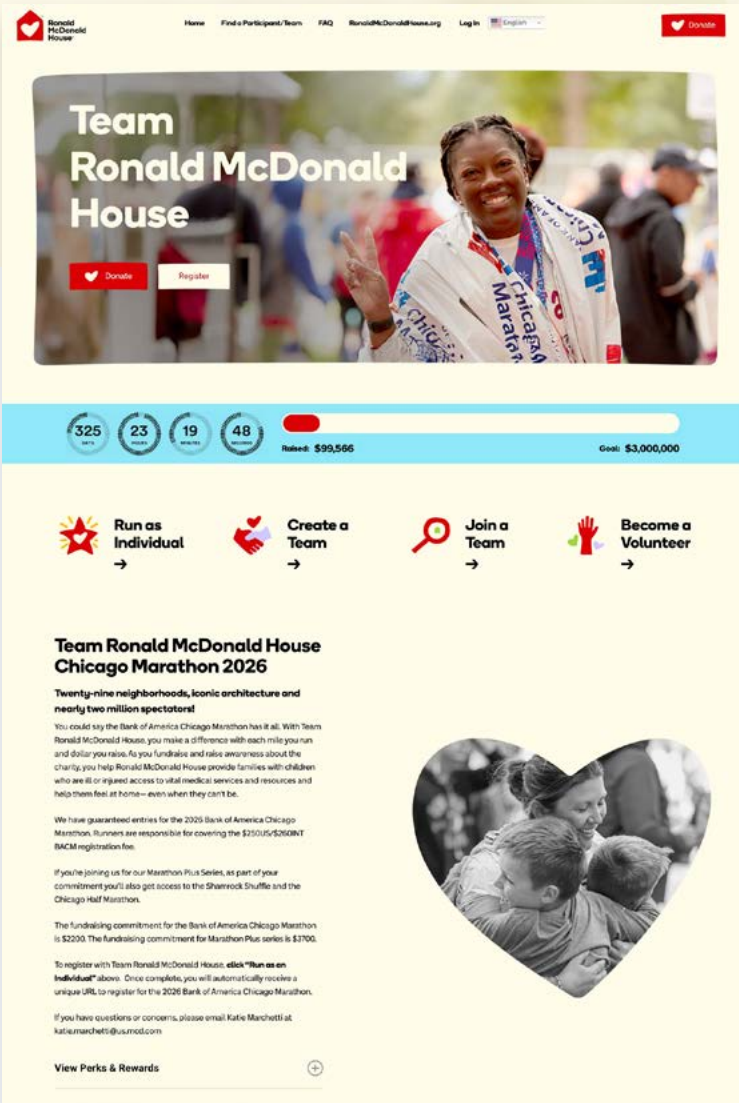
### TESTIMONIAL:

*"A lot of excitement. We raised over \$3 million. So a big thank you to you and the team for helping us to make the process seamless."*

- Olawande "Wande" Olude Corporate Partnerships Manager, Ronald McDonald House Global

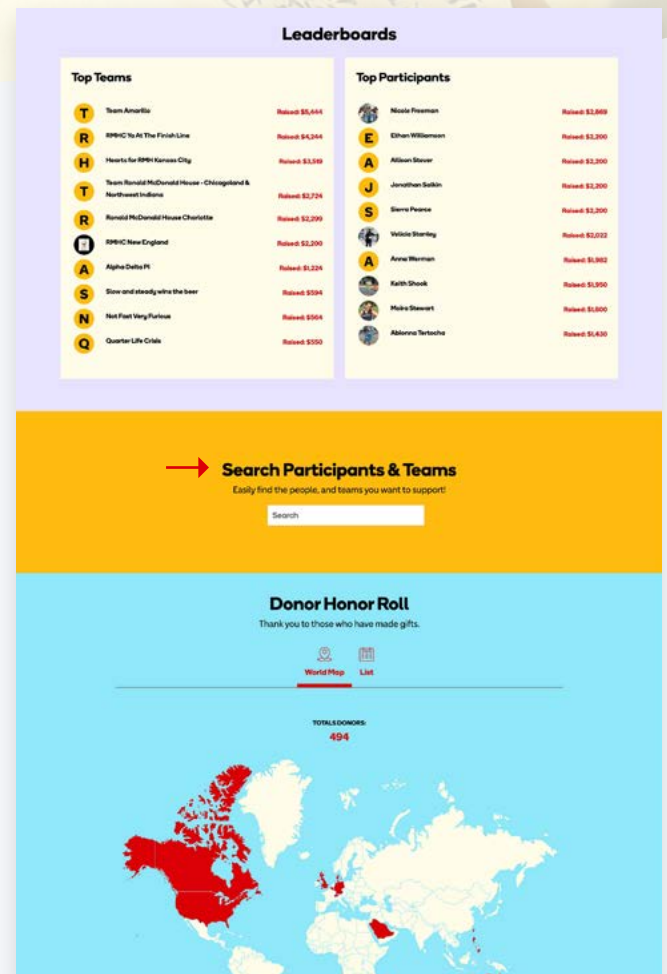
### KEY SERVICES FEATURED:

- Custom participant portals
- Admin dashboards with deep reporting
- Multi-campaign coordination
- Automated data syncing with Classy



↑  
BRANDED DESIGN MATCHING ORGANIZATION'S IDENTITY

### LEADERBOARDS



↑  
DYNAMIC SEARCH & DONOR MAP

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