

# Case Study: From Zero to \$18K: How One Alumni Video Broke Fundraising Records

## FLX for Good Transforms School District Fundraising with Strategic Storytelling

### The Challenge

A Northern New Jersey school district foundation needed compelling video content for their inaugural alumni reunion. Working within tight nonprofit budgets, they required professional storytelling that would reconnect graduates and launch a major fundraising initiative.

### The Current State

#### Goal:

Create authentic video content to reconnect alumni, celebrate educational and athletic traditions, and drive sustainable fundraising growth.

Presence: New Jersey

Sector: Non-Profit Education

### Our Solution:

FLX Media delivered professional storytelling that maximizes nonprofit budgets and drives community engagement.

### The FLX Advantage

#### Cost Savings



- \$18,000 total funds raised through strategic video-driven campaign
- Streamlined production process maximized nonprofit budget
- Single vendor solution eliminated coordination costs
- Professional quality achieved within nonprofit constraints

#### Growth Potential & Community Impact



- 23 new donor sign-ups generated
- 10 alumni actively re-engaged with community
- Secured VIP commitment for next year's event
- 800+ video impressions across digital platforms

#### Productivity



- Enhanced community connections supporting student educational opportunities
- Video content created lasting marketing asset for future fundraising
- Strengthened school district's digital presence and community outreach

"We absolutely see the role that thoughtful media (especially YOUR videos) play in amplifying the mission, crystallizing the ask, and marketing attractive events."

— Foundation Leadership Team

**FLX**  
NETWORKS



Contact us:

Award Winning Team

