

CASE STUDY

Brand Portal has helped The American Heart Association save over \$1M in product spend

The American Heart Association Youth Market programs are Jump Rope for Heart and Hoops for Heart. Over the last several years, the program has been stagnant in terms of revenue growth and experiencing some down years based on the economy. The Youth Market program needed a shift in strategy in order to take things to the next level. As part of this strategy, American Heart Association selected Boundless Network as their partner.

THE PROGRAM HAS BEEN STAGNANT IN TERMS OF REVENUE GROWTH (THE CHALLENGE)

First, they implemented instant gratification prizes for fundraising students and aligned incentives for both students and schools to go online. This strategy has helped schools to manage their event program using Boundless Network technology that's embedded into their existing event website, where they can manage the distribution of these instant gifts, enter in their students fundraising, and enter in their event order including all student prizes.

Second, the strategy incorporated additional prizes that created the concept of collectible gifts; students were pushing themselves to reach these higher levels in order to get the complete collectible gift set. Given this strategy and students reaching higher levels, Boundless Network managed and processed over 2.5 times the volume of products and orders year over year.



American Heart Association®

Learn and Live

“Thanks to the Boundless Network technology, workflow, and content improvement we have been able to save \$1M in product cost.”

– Mark Love
SVP - American Heart Association

RESULTS

- Savings of \$1,000,000+ in product spend
- Increased fundraising results for the entire program by more than 35%
- Managed and processed over 2.5 times the # of orders
- Increased efficiency, reducing processing time from 4-6 weeks to 2-4 days during peak season.
- Eliminated data entry for online orders saving valuable time for customer service representatives.