

FundRazr for accident sufferer goes viral within days



The Jerel Dutton Relief Fund

by **Tyler Critelli**

After Thanksgiving break in Mexico, Jerel and friends were on their way back to Cali early on the morning of the 27th when the truck flipped and rolled down a hill. Jerel suffered serious injuries to his head and le...

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Progress **Supporters**

\$7,255 raised

Create your own FundRazr \$ USD **Give**

<http://bit.ly/geeQxw>

Jerel's Story

In November of 2010, Jerel Dutton and some friends were on their way back to California after spending the weekend south of the border in Rosarito, Mexico. Unfortunately, their trip home was cut short when the vehicle they were travelling in flipped and rolled down an embankment. Jerel suffered more than 20 serious injuries, requiring him to be hospitalized at length in San Diego, California.

To his benefit, Jerel is surrounded by a tight-knit and inspirational group of family and friends who will not rest until the creative, passionate, ambitious young man they know has fully recovered.

How FundRazr Helped

Jerel is a graduate student and talented musician with a broad group of contacts—one which relies heavily on social networking tools to stay in touch. Consequently, Jerel's best friend, Tyler Critelli, decided to create a FundRazr after seeing the application on the PayPal website.

According to Tyler, "Within an hour of hearing about the accident, news feeds were flooded with prayers and well-wishes for Jerel and his family, and his Facebook wall was flooded with heartfelt sorrows. I shared a link of the FundRazr I created and posted it up on Jerel's wall, including his close friends. I could not believe how fast the response was and how far it spanned."

The FundRazr which Tyler created has a very positive tone and showcases inspirational imagery to appeal directly to Jerel's social contacts. Further, by sticking with the default settings, Tyler was able to create his FundRazr as quickly as possible—allowing the donations to begin almost immediately. Tyler also chose to hide the donation goal to underscore Jerel's and his family's dire need for ongoing financial support.

Evaluation

The volume of donations combined with the number of times the FundRazr has been shared highlight how successful this campaign has been—*The Jerel Dutton Relief Fund* has raised more than \$7000 since it was released in November, 2010. Additionally, since Jerel's peers readily use internet-based media, FundRazr was specifically chosen to leverage the power of social networking for this cause.

In the words of Tyler Critelli, "The response has been overwhelming—FundRazr is an incredibly functional, to the point, and simple instrument with nice curves. Congratulations on making it easy for people to help people."

Raised Donations	\$7255
Time	116
Category	2 months
Location	Medical Costs
Tone	California, USA
Fundraising Goal	Inspirational
	N/A

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- Every FundRazr is free to set up.
- It's easy, secure, and effective.
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