

# FundRazr helps pay the rent for arts group facing eviction



## SkyLab's Story

SkyLab Galleries is a collectively run loft art-space and gallery which has been part of the cultural landscape of Columbus, Ohio for over 20 years. During the summer of 2010, this not-for-profit group was in financial trouble and was facing eviction from its current home—and that's where FundRazr came in.

By leveraging the power of social networking with FundRazr, SkyLab was able to exceed their fundraising goal in less than 48 hours.

According to John Bennett, Head Curator of SkyLab, "We needed to make money FAST to save the gallery. Since SkyLab is such a community entity... we knew that if we just got the word out our community would respond. Social networking sites are the ideal way to communicate with a large, connected community, and FundRazr seemed like our best option. We were humbled—in less than 24 hours we had reached our community and made more than enough."

**Raised Donations Time** **\$1144 46 2 days**

**Category Location Tone Fundraising Goal** **Arts Group Ohio, USA Casual \$1,000**

## Save SKYLAB!



by [Aaron Hipps](#)

SkyLab Galleries has been with the Arts Community in Columbus for over 2 Decades. ...passed on from Caretakers to Caretakers, naturally. The current crew is in a financial bind and without a cold Grand in t...

[Show more](#)

Progress

Supporters

\$1,144 raised!

\$1,000 goal

[Create your own FundRazr](#)

[Give](#)

<http://bit.ly/8ZSpq9>

## How FundRazr Helped

To maximize the benefits of FundRazr, the team at SkyLab chose a captivating title and included an engaging image to portray exactly what SkyLab Galleries is all about. Further, the description of the campaign was clear and concise—vividly illustrating why SkyLab Galleries needed help. "Because of the love for SkyLab in our community, people shared the FundRazr as soon as they found out we were in trouble," says John Bennett.

The *Save SKYLAB!* FundRazr also used a casual, informative tone infused with enthusiasm and devotion to appeal directly to its audience. Additionally, by setting the minimum donation at \$5, the *Save SKYLAB!* FundRazr could appeal to people with limited funds who still wanted to contribute, while enabling SkyLab Galleries to collect as much of their donation goal in the shortest possible time.

## Evaluation

By looking at the large number of times the *Save SKYLAB!* FundRazr was shared in 2 days, it is evident their campaign was truly able to go viral—SkyLab quickly and efficiently raised over \$1000 in 48 hours. Further, as the SkyLab community uses social networking as a main means of communication, FundRazr was a perfect match to their fundraising goals.

In the words of SkyLab's Head Curator, "Without FundRazr, we'd have been up the creek."

## Get FundRazr for your Cause

- Every FundRazr is free to set up.
- It's easy, secure, and effective.
- Visit [FundRazr.com](http://FundRazr.com) to learn more and get started right now.

