BRAX Fundraising

Increasing cost savings and customer satisfaction through digital data processing.

The Challenge

Fundraising for one's school or team is a time-honored tradition marked by many hours of volunteer labor, door-to-door selling and community engagement. The most successful campaigns rely on countless hours of volunteer time from parents, coaches, students and athletes. The biggest burden often falls on the fundraising coordinator of these programs—the person who is responsible for collecting, collating and organizing dozens of handwritten order forms.

How handwritten forms are entered into a fundraising organization's eCommerce system is a time-consuming burden placed on the volunteer fundraising coordinator; the fundraising company hires a team of people to perform data entry or purchases expensive OCR software.

BRAX Fundraising, an emerging leader in the $2 billion fundraising market, needed a way to streamline this onerous part of the process in-house without burdening its customers.

BRAX's product line is a series of exclusively designed, lenticular SpiritCups and SpiritTravelCups officially licensed by the National Football League (NFL), Major League Baseball (MLB), more than 100 top colleges and all five branches of the U.S. Military. These cups offer an attractive alternative to unhealthy consumables like cookie dough and chocolate bars or disposable products like wrapping paper, which have been a mainstay of fundraising campaigns for decades.

The Solution

Innovation on the product end led the company to think about how to innovate throughout the customer lifecycle (particularly the manual and error-prone order entry step). BRAX partnered with Captricity to streamline the process—doing away with manual data entry almost entirely. Thousands of individual records are now consolidated into one order without a customer needing to perform a single keystroke of data entry. The data from Captricity also flows into the BRAX CRM system for enhanced order processing visibility and tracking to create one smooth order management process.

How it works: customers mail BRAX their order forms. BRAX's customer support team then scans the forms and uploads them directly into Captricity. Captricity extracts this valuable customer data and quickly spits out a clean, organized CSV file. BRAX reviews the processed data and uploads it directly to the eStore. This generates an email to alert customers that their order is ready for review (customers have the opportunity to review, update, amend or approve their order) before payment is processed and the order is sent to fulfillment.

This automated procedure is generating rave reviews from customers in early tests. In the pilot phase, BRAX customers report a high degree of satisfaction with the system. Customers have consistently reported a better experience than other fundraising platforms and a significant improvement to the overall fundraising coordination and management experience.

Why Captricity

"The Captricity process is a significant operational differentiator for us. We were challenged to create a stress-free order entry process for customers without burdening our internal customer service staff," said BRAX Vice President of Sales and Marketing Ryan Hedspeth. "Before Captricity, hundreds of thousands of handwritten orders had to be manually entered by us or our customers. Now, we've solved a significant customer service/satisfaction issue and are realizing significant benefits in terms of cost savings associated with error reduction and minimized returns and exchanges. Dealing with human error when transferring information from paper to the screen is now a thing of the past."

The capacity to automatically generate accurate electronic orders from handwritten forms represents a groundbreaking advancement in the field of fundraising support. By saving thousands of hours a year in frustrating and expensive data entry, BRAX has made another move to solidify itself at the forefront of the fundraising industry.

Fast. Secure. Simple. 99%+ Accurate.

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