



Jackie Creamer Dance Academy Executes Smart Circle Fundraising™ Program, Raises \$10K for Competition Funds

SITUATION

Jackie Creamer's Dance Studio, based in Hays, Kansas is owned and operated by Jackie McGann and her husband. With approximately 100 dancers, 80 of whom are on the core competition team, the academy has entered competitive events across the country since it first opened seven years ago. Among its most notable accomplishments were 'Diamond' wins in the Solo Performance, Small Group and Senior Division categories, a 'Ruby' win in the High Score Line category and a win in the Miss Spotlight category at the Spotlight Dance Cup in 2003.

Jackie Creamer's Dance Studio partnered with Smart Circle Fundraising, a subsidiary of Smart Circle International, to raise much needed funds for the organization. Smart Circle Fundraising offers market-specific fundraising solutions across the United States, and provides one-of-a-kind programs that make profit generation easier and faster by offering brands and services that customers trust.

CHALLENGE

Jackie Creamer's Dance Academy was based in a small Kansas town that was no stranger to fundraisers. Every organization, sports team and school club conducted the same fundraiser throughout the community which made raising funds for dance competitions a difficult task for the academy. Prior to signing up for The Smart Circle's program, the academy employed various traditional fundraising methods, such as selling baked goods, cookie dough, holiday wrapping paper and candy, however, none of these efforts generated the results that they needed. After buying one of The Smart Circle's Dickinson Theatre Smart Circle Cards, one of the dancer's mothers decided to try this fundraising method for the academy.

STRATEGY

The Smart Circle developed a set of Smart Circle Card options for the dancers as part of their fundraising program. The academy informed dancer's parents about the new option available to them and after the parents met and agreed to try The Smart Circle's fundraiser. Within two weeks, professional collateral materials were developed and produced by The Smart Circle to correlate with the fundraiser to be conducted by Jackie Creamer's Dance Academy and 200 Dickinson Theatre Smart Circle Cards were ordered to begin the program.

RESULTS

"We already have people asking about our next fundraiser," says Jackie McGann. "We were able to raise enough with last year's fundraiser to help our dancers participate in more competitions. There is no doubt in my mind that we will be able to raise double this year."

- ◆ Jackie Creamer's Dance Academy was able to sell its first 200 cards in just one week
- ◆ Additional Smart Circle fundraising cards were reordered multiple times to meet community demands
- ◆ A total of 750 Smart Circle Cards
- ◆ The total fundraiser raised approximately \$10,000.00 in just two weeks