

# Drexel's Fundraising Receives International Recognition from CASE

*Drexel University's 2016 crowdfunding campaign won a platinum prize from the Council for Advancement and Support of Education.*

PHILADELPHIA, PENNSYLVANIA, UNITED STATES, July 11, 2017 /EINPresswire.com/ -- The Council for Advancement and Support of Education (CASE) has awarded Drexel University the 2017 Best Practices in Fundraising platinum prize for its 2016 "24 Hours of Impact" [higher education crowdfunding campaign](#).

Drexel's campaign shattered the university's previously held giving records. Thousands of students, alumni, faculty and staff, family members, and friends from around the globe showed their support by making a gift to the school.

The custom crowdfunding site, designed by the [higher education web design](#) team at KDG in Allentown, Pennsylvania, turned donors into special agents and sent them on a spy-themed adventure. They had 24 hours to find their beloved missing mascot. With every donation, clues to the mascot's whereabouts were revealed.

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*CASE Judges*

Judges from CASE loved the campaign's engaging theme and “missing mascot” mission. They also appreciated the fun campus challenges and dollar-for-dollar match prizes, which made the event a truly interactive one both online and off.

After 24 hours and with more than 2,880 gifts, the campaign raised more than \$713,000, far exceeding the goal Drexel initially had in mind.

“[With a] good use of resources, along with a result well above their goal, this is an excellent program from the team at Drexel,” CASE judges said of the award-winning campaign.

With over 3,300 entries from around the world, Drexel was one of only six schools to receive platinum recognition from the prestigious international committee.

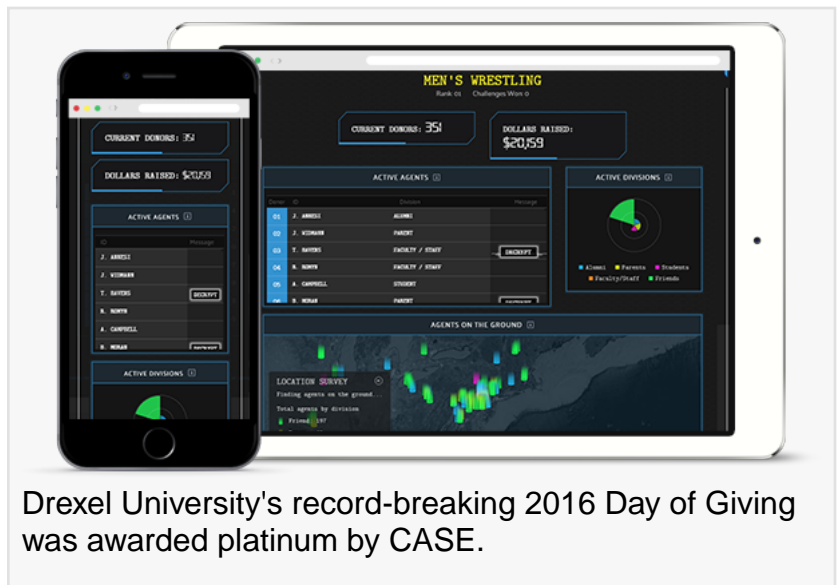


To see the award-winning fundraising campaign and its many custom features, check out the infographic now available on KDG's blog:

<http://kyledavidgroup.com/blog/drexel-university-case-award/>

About KDG: KDG is a leading provider of [web development for higher education](#). With over 16 years of experience in using technology to help education clients to improve enrollment, campus climate, and alumni participation, KDG has developed a reputation for being able to see and respond proactively to changing markets. Most recently, KDG won wide acclaim for developing unique and engaging higher education crowdfunding campaigns. Learn more at [www.kyledavidgroup.com](http://www.kyledavidgroup.com)

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