

KDG Wins Standard of Excellence Award for 2016 Drexel Crowdfunding Campaign

The 2016 Drexel University crowdfunding campaign proved to be a record-breaking success and engaged members of the Drexel community from around the world.

ALLENTOWN, PENNSYLVANIA, UNITED STATES, October 12, 2017 /EINPresswire.com/ -- The [higher ed web design](#) team at KDG, a Lehigh Valley-based tech provider, was recently awarded the WebAwards 2017 Standard of Excellence prize for their work on Drexel University's May 2016 online crowdfunding campaign.

The recognition is a huge honor for both KDG and Drexel, who worked side-by-side on the project to ensure that it offered an engaging, memorable, and meaningful experience for students, faculty, alumni, and other members of the Drexel Community.



The custom [higher education crowdfunding](#) site 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 unlocked. After 24 hours and with more than 2,880 gifts, the campaign raised a record-breaking \$713,000.

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“The campaign was an overwhelming success, which was amazing enough,” says Matt Harwick, KDG’s UI/UX Design Lead. “For Drexel and our team to now be recognized for the campaign only adds to our excitement.”

The crowdfunding site scored highest on design and innovation, and WebAwards judges called the gamified giving site “very clever.” However, this is not the first time both Drexel University and KDG have been recognized for the 2016

campaign. Earlier this year, the campaign was awarded the platinum prize in fundraising by the Council for Advancement and Support of Education (CASE). The campaign was also awarded the CASE District 2 Gold Award for Best Practices in Fundraising, as well as the Public Relations Society of America Philadelphia Chapter Pepperpot for Development & Fundraising.

To see the award-winning project, view the case study on KDG’s website:

<http://kyledavidgroup.com/work/case-studies/drexel>.

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

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