



# Wishpond

The Easiest Way to Generate, Nurture and Manage Your Leads



## Quercus Foundation Customer Success Story



**16.2K**  
CONTEST VIEWS

**160+**  
NEW FOLLOWERS

**1.8K+**  
NEW SALES LEADS



### Challenge

"We are a relatively new charity having launched early 2015. We felt it was time to develop an online presence, develop branding opportunities as well as show our alignment with our Ambassador and present the cause that we are currently raising funds for. We also wanted to gain more online supporters and see our Facebook and Twitter feeds grow with more followers."



### Solution

"We felt that celebrating Ana Ivanovic as our "most inspiring woman" on UN International Women's Day with a feature story on our website's newsfeed would be a great opportunity to talk about the support she is giving our foundation. We then decided with Ana's team to collaborate and develop a contest to celebrate "Inspiring women" with her 3Million+ Facebook followers on International Women's Day. The idea was organic, fun and heart warming. What better way to give people a platform to say thank you to the women in their lives that inspire and motivate them. Ana celebrated a nurse from the hospital that we raise funds for as her "most inspiring woman" and gave followers the opportunity to see the great work the Red Cross War Memorial Children's Hospital does."



### Results

"We got a lot of interest: 16.2K contest views and 223K engagements on Ana's Facebook page over the 2 weeks that we ran the competition. We also managed to gain another 168 followers across our Social Media platforms. Quercus Foundation had 2.7K engagements on our Facebook page over the period that we ran the contest. Regarding gaining leads for future newsfeeds and campaigns - we managed to get 1,817 new email addresses that we can add to our support database."

"We were blown away by the incredible management and design team who helped us run the contest and give it the look and feel. Both QF and Ana's team were very impressed with the way the contest was managed and how brilliant it looked. We would have really liked to go through the workings of the Wishpond key elements and applications and relied heavily on Wishpond to manage most if it for us. Kemal, who we were thrilled to work with, kindly explained that he would be able to give an overview and answer any questions when we were ready to do so. Both Alex and Kemal did an amazing job! Design - you guys were amazing - Thank you!"



### Why Wishpond?

"Brilliant service, amazing graphics and design and top tier management! A friendly, helpful, engaged team!"

"Wishpond developed a great look and feel for our contest, their management and design team walked us through the process with great insight and advice. We felt confident that the contest would be professionally presented and well managed even though it was our first contest and we were nervous. We would just have liked to have more training throughout the process so that we felt confident in independently running the next one!"