

Lowes - Swing for Safety Study

Platinum Registration

PAYMENT MUST BE MADE BY CHECK.
Please send to Lowe's Home Safety Council, Attn: Sarah Miles, P.O. Box 1000, North Wilkesboro, NC 28656

* Home (first) name:	
Package name:	
Title:	
Company:	
* Street address:	



Background:

We were asked by a travel incentive company to build an online presence for the Swing for Safety program sponsored by Lowe's Home Centers Home Safety Council based in Wilksboro, North Carolina. The Swing for Safety program helps to educate children on home and fire safety. The annual charity golf event is the only fundraising effort that supports this program.

Objective:

Since the fundraiser was a 2-day golf event, golf was to be the predominant theme on the website. The site also needed to provide participants with information about the event, the hotel accommodations, the golf courses they will play, the Home Safety Council, the Swing for Safety Program and a way for participants to register online.

Result:

We created a dynamic website in both 2000, 2001 that included an online registration application that was integrated into the client's program management software. The most recent event was so successful that it had more than 400 participants playing at 5 golf courses on Westin Hilton Head Island, raised over \$6.6 million dollars and in the process, became the largest charitable golf event in the country.

» *Did you know?*

“Organizations can save anywhere from 30-70% in administrative costs for meetings when they adopt online registration and reservation tools.”

PhoCusWright Research
August 29, 2001

