



How West Ada + Aktivate Rewrote the Fundraising Playbook

From \$300K Kept to Nearly \$1M: A Fundraising Transformation



When families give to support kids' teams, they want every dollar to count. But with traditional crowdfunding, 20-25% goes toward third-party platform costs — leaving a smaller fraction for kids. West Ada School District's Athletic Director, Jason Warr, knew there had to be a better way. With Aktivate, West Ada didn't just lower fees — they dramatically grew total dollars raised and kept.

THE CHALLENGE: Too Little Reaching Kids

For years, high fees and manual processes meant schools cleared only \$300–400K on \$500–600K raised. Jason wanted a system where generosity translated into real dollars for kids, not lost margin.

Families give because they want to help kids. Watching 20% of that money disappear in fees never sat right with me. This model finally makes sure the dollars go where they should — to the kids."

— Jason Warr
District Athletic Director



QUICK SCOREBOARD

DISTRICT:

West Ada (Idaho's largest, with 6 high schools + 9 middle schools)

FUNDS RAISED:

**\$900K+ in the most recent cycle;
projected \$1.1–1.2M for 2025**

PAST EFFORTS:

**~\$500–600K gross, with 20-25% paid in
third-party platform fees**

PARTICIPATION:

Hundreds of teams across every sport

KEY SPONSOR:

Scheels (\$2,000 gift card + other major prizes) Kendall Ford (car)



THE COACHING BURDEN: Fundraising Off the Field

Coaches coach because they love kids — not because they want to chase checks, sell tickets, or manage spreadsheets. Fundraising had become a drag on their time and energy.

A centralized, digital raffle with Aktivite lifted that burden so coaches could get back to coaching.

THE SHIFT: From Door-to-Door to Digital Reach

West Ada's breakthrough wasn't just going digital — it was unifying the entire district on one raffle, one platform.

BEFORE:

Paper ticket sales. A player basically had to knock on your door or you'd never have a chance to enter.

NOW:

Digital reach. Families buy tickets through district emails, QR codes in local businesses, district websites, or social posts — with prospective donor contacts entered into Aktivite's multi-touch automated messaging platform.

IMPACT:

Donors who might never have been asked can now give big — \$200, \$500, or more — in just a few clicks.

Local prizes (cars, Scheels gift cards, etc.) fueled excitement, while Aktivite's platform made it seamless to scale.



THE RESULTS: A Record-Breaking \$900K+

In the past, West Ada schools raised \$400–500K but lost over \$100–150K in third-party platform fees. With Aktivite, **fundraising nearly doubled to \$900K**, with far more dollars staying with their teams. This fall alone, West Ada brought in \$570K — a 50% increase over last year's fall raffle — putting the district on track to raise \$1.1–1.2M across the 2025 calendar year.

- ✓ **More schools + teams bought in**, expanding participation district-wide.
- ✓ **Coaches saved hours** thanks to automation and local rep support.
- ✓ **Families trusted the process**, seeing their dollars go directly to kids.
- ✓ **Saved staff/accounting time** and costs.

How Aktivite Made It Work

West Ada's success wasn't just about prizes — it was about the platform behind them. Aktivite delivered:

- ✓ **A frictionless digital experience for families and donors**
- ✓ **Transparency so every dollar could be tracked back to kids**
- ✓ **Central dashboards for schools and the district**
- ✓ **Hands-on support from a local rep who onboarded coaches**

Our goal is simple: make fundraising effortless and transparent, so athletic directors and coaches can focus on their programs and kids. West Ada proves what's possible."

— **Hesky Kutscher**
CEO, Aktivite

With back-to-back record results, West Ada is proving that digital fundraising isn't just sustainable — it's scalable year after year.

Why It Worked (At a Glance)

- ✓ **Coaches spend less time fundraising, more time coaching**
- ✓ **Equity across sports, from football to non-revenue programs**
- ✓ **Centralized, district-wide model scaled reach + participation**
- ✓ **Local businesses + leadership rallied around the cause**

EQUITY: ALL BOATS RISE

By uniting under one raffle, non-revenue sports, middle schools and elementary schools that once struggled now share in the collective success.

"This isn't just fundraising. It's community-building. Every kid, in every sport, benefits."

— **Jason Warr**
District Athletic Director



Looking Ahead

West Ada's playbook isn't a one-off — it's a model for schools and districts everywhere. With digital reach, equity across sports, and transparent results, fundraising can be both bigger and fairer.

Districts like West Ada are proving there's a better way to fundraise.
Learn more at <https://fundraising.aktivite.com/>.

