**Fundraising with Rentaballoonrace.com Virtual Race System**

Experiences with major UK Bank, Nationwide Building Society, September 2014

Background

Rentaballoonrace.com has had many clients to date, primarily from the third sector or education such as hospices, health charities and schools. One of our clients, SHINE, Europe and the UK's major support group for Spina Bifida and Hydrocephalus has run ten races a year for the last three years and has raised over £3m so far!
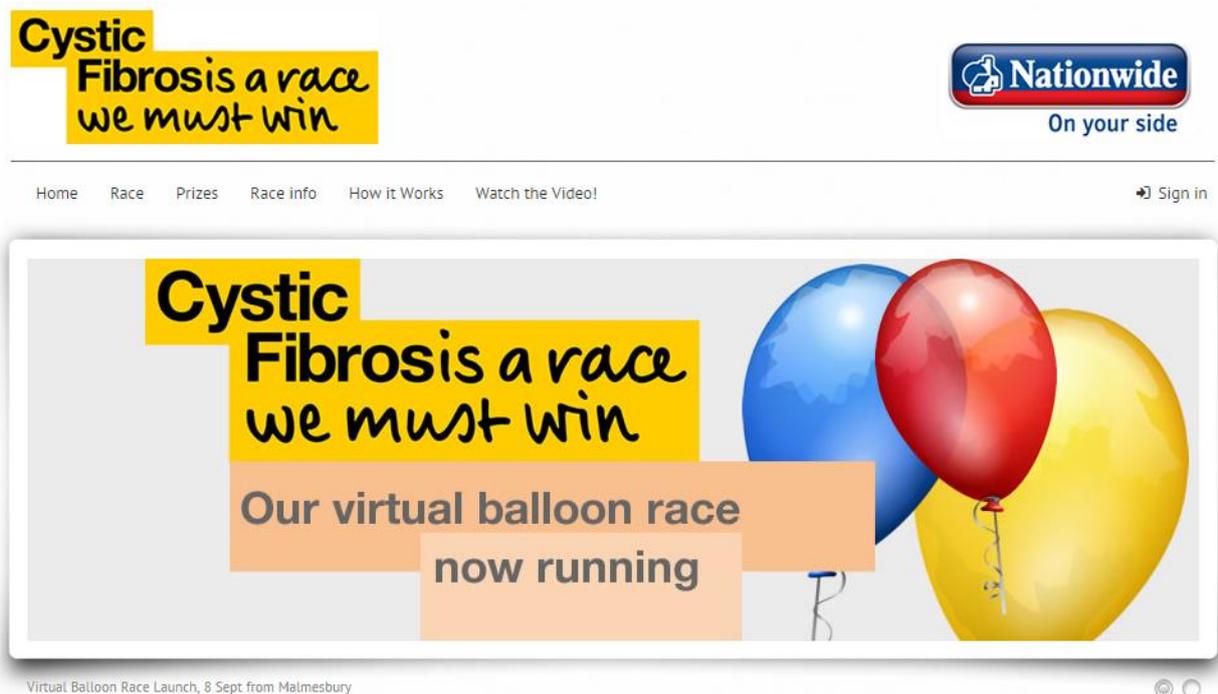
And with all our system users, great security is a high priority aggregated to a strong need for ease of use for both client and customer. However, working with our latest client, Nationwide Building Society, created a new, high level set of key challenges.

This short case study looks at the positive outcomes from the work carried out.

Key Challenges

As a large financial institution, Nationwide had some stringent security requirements to enable their employees to access the site. To accommodate these requirements Rentaballonrace programmers and technical staff have had to change and rewrite several back-end algorithms and processes.

Our Solutions

All the solutions centred on elimination of unwanted or un-necessary processes / internet connectivity on the balloon race site. Those amendments and changes included;

1. Auto activation of new accounts to reduce need for separate email verification.

2.   Disable Race Launch Email allowing the Chief Operating Officer (COO) to launch the race via bespoke email
3.   Removed requests for various data collection fields to simplify process
4.   Added a 'Full Name' field to a/c creation to help locate winners quickly
5.   Remove Company field from Billing Details to avoid confusion
6.   Security amendments were made to comply with internal firewall restrictions
7.   Nationwide created a step-by-step buying guide with screenshots
8.   All race URLs including paths to AWS went through unblocked process

Similarly, website content and screen notes were modified to clarify that

1.   We do not store payment information or billing details
2.   Passwords are encrypted and can be changed via Forgot Password
3.   Access to the user account allows for balloon modifications but no personal details
4.   Additional data can be captured for marketing if so wished. This is stored as a JSON string for easy import
5.   No additional data is accessible via the website

Successful Outcomes

The race launched from Malmesbury, Wiltshire on Monday 8th September 2014 and was dedicated to a senior leader within the Swindon Head Office who had recently passed away, and over £5000 was raised for the Cystic Fibrosis Trust.

Ella Brock Smith, Citizenship Manager at Nationwide said, "We did experience a few challenges in the set up process, but the team at Rentaballoonrace worked tirelessly to make the site work for us and run a successful event. It's definitely something we would consider doing again in the future".