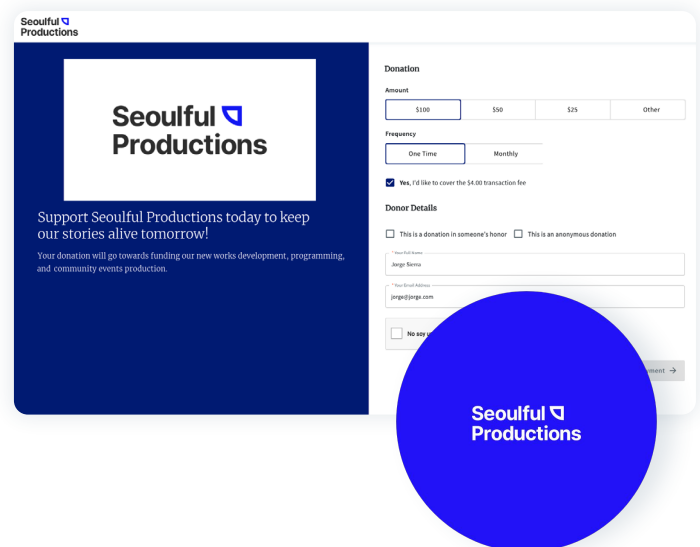


## Seoulful Productions

### About the Organization

Based in New York City, Seoulful Productions' primary mission is to tell the stories of the Korean-American diaspora for theatre, tv, and film. In addition, they are committed to supporting Asian American and Pacific Islander (AAPI) artists in taking ownership of their narratives by offering resources, training, and community.

Seoulful Productions aim to uplift projects that cultivate healing, understanding, solidarity, joy, kindness, and education – believing that storytelling can be a vehicle to dismantle systemic racism, amplify marginalized voices, and advocate for humanity.



### Challenge

As an organization that recently received their 501(c)(3) status, Seoulful Productions was ready to host their first virtual launch event to introduce themselves to their community. As part of their event, they wanted to offer an online platform to collect donations for those who wanted to contribute to their mission. Many online donation platforms can be difficult to implement – as well as costly with setup and monthly fees – which could mean less budget for nonprofits to invest into their programs.

### Solution

Seoulful Productions set up their nonprofit using Resilia's Nonprofit Formation services. As a result, they have access to the Resilia Nonprofit Platform, which includes Resilia Donations. The nonprofit was able to set up Resilia Donations easily and start collecting one-time and recurring donations during their virtual launch event through a secure donations portal. Seoulful Productions' donations page includes their logo as well as easy-to-understand contribution selections, including options for recurring donations and for donors to cover transaction fees.

Seoulful Productions appreciates that Resilia Donations makes things user-friendly for donors, while also being easy to manage. In addition to the simple setup, the portal sends automatic thank you emails to donors, and donation reports can be made easily accessible to Board Members.

### Results

By utilizing Resilia Donations, Seoulful Productions has been able to collect their first online donations as a nonprofit, raising **over \$1,200** during their virtual launch event. One of their supporters became a recurring donor, and **88%** of their donors selected the option to cover transaction fees, meaning that the nonprofit was able to add more money to their programs.

Besides utilizing their portal during their virtual launch event, Seoulful Productions added donation links to their website and to their Linktree link on their Instagram profile bio. They will continue to add their donation link in emails and other communications to ensure they are collecting donations whenever supporters connect with them.

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We were able to raise our first online donations using Resilia Donations. The setup process was very easy, and the online portal allowed for our donors to easily make donations during our virtual launch event. Throughout my time using Resilia Donations, the Resilia team has always been there to answer any questions.

**ZOE K.**

President, Seoulful Productions

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