



Bonterra DonorDrive's peer-to-peer fundraising powers Cure SMA's growth

CHALLENGES

With goals to grow fundraising revenue by 35% and a CRM about to sunset, Cure SMA needed to invest in new solutions focused on keeping and engaging their supporters better and higher quality data for individual giving and peer-to-peer programs.

Cure SMA's all-in-one platform caused significant tech debt with outdated experiences that didn't reflect the growing nonprofit. The systems delivered unreliable data. Maintenance and administrative tasks kept the staff from focusing on key fundraising activities. And a difficult fundraiser experience resulted in a high number of zero dollar fundraisers.

About Cure SMA

Cure SMA charges toward a world where everyone impacted by spinal muscular atrophy (SMA) can lead independent, successful, and fulfilling lives.



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“We were using one system for peer-to-peer fundraising and donation pages, email marketing, surveys, advocacy, and merchandise, but in none of these areas was the product working to the level we expected. We have significant growth plans, and we didn't want to have to invest in our tech again in five years. We needed solutions to scale with us longterm and the confidence that our partners would continue to develop the product and keep up with industry trends.”

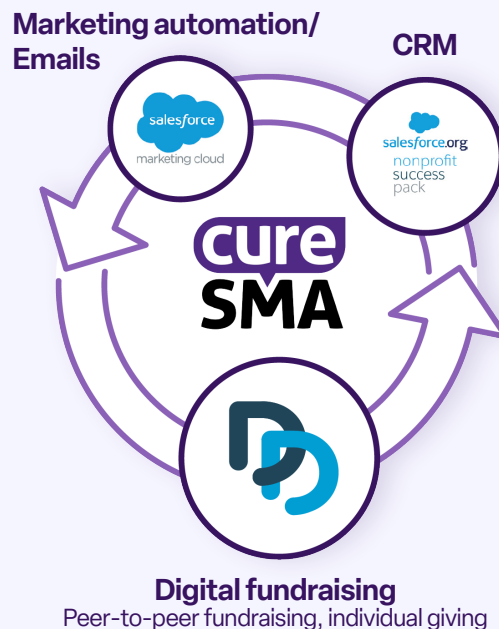
Amber Ewert Snyder
Senior Director Database Management,
Cure SMA



Cure SMA started the first phase of their digital transformation by picking a point solution for their CRM. They then started looking for a best-in-class solution made for growing and large nonprofits that could easily integrate with their new CRM.

SOLUTIONS

It didn't take Cure SMA long to turn to Bonterra DonorDrive's industry-leading software to host their peer-to-peer fundraising programs including their national Walk-n-Roll event series, their Stream Away SMA live streaming event, endurance events, DIY fundraising, memorial and tribute giving, and one-time and recurring giving programs.



Walk-in-roll

Stream Away SMA

DIY fundraising

Memorial and tribute giving

Endurance events

Individual giving

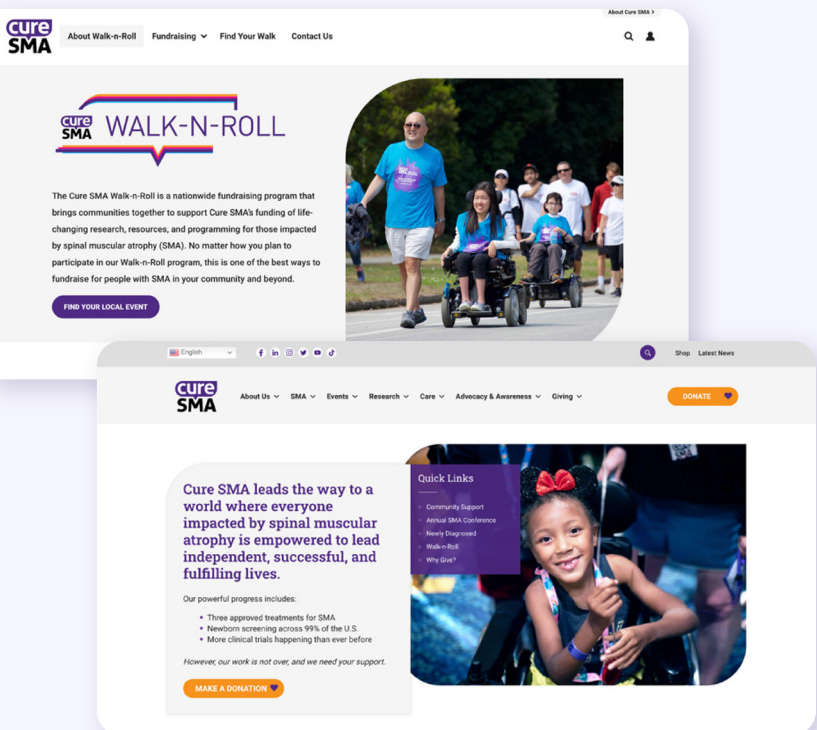
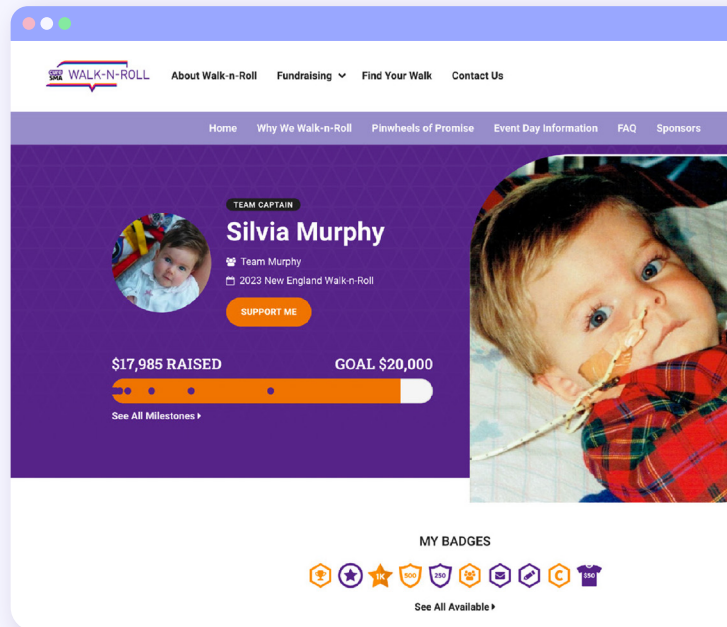
Recurring donations

Better supporter experience

Cure SMA put their supporter experience first with DonorDrive, a solution with an easy-to-use fundraiser portal that enables fundraisers to out-raise their goals. Cure SMA encourages their fundraisers to reach new heights with achievement badges, fundraising milestones, and leaderboards.

Better data

The Cure SMA team wanted to ensure their digital fundraising solution would capture the data they needed from their new CRM to grow their fundraising programs and steward their supporters. DonorDrive's award-winning integration capabilities gave the team confidence their data would stay clean and accurate.



With DonorDrive, Cure SMA also found opportunities to innovate and reach new supporter audiences with livestream and mobile fundraising capabilities.

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I can definitely say I don't think that we would have these results had we not done what we did with our tech stack. It's allowed us to reallocate our staff's time, and our on-the-ground fundraising team is focusing on direct grassroots work rather than administrative tasks in our digital fundraising platform. They have the reporting they need at their fingertips to focus on stewardship and retention of our supporters.”

Jesse Aynes

Vice President of Development and Events,
Cure SMA

IMPACT

The switch to DonorDrive allowed Cure SMA to refocus on the strategies that now supercharge their fundraising efforts. With access to the reporting they need, an improved user experience, and the flexibility to set up new events quickly, Cure SMA is finally seeing the growth they knew they were capable of.



BEFORE

- ✗ All-in-one system caused significant tech debt
- ✗ Development team spent 15-20% of their time on administrative tasks
- ✗ Staff spent 90 minutes setting up each event site with HTML expertise needed
- ✗ Difficult user experience resulted in a 83% of fundraisers raising \$0

AFTER

- ✓ Best-in-class integrated solutions saves **Cure SMA \$150,000** over five year contract
- ✓ With **easily accessible reports**, staff focuses on stewarding supporters
- ✓ One team member easily sets up each event site in **15 minutes with clicks, not code**
- ✓ Improved user experience **triples the number of active fundraisers from 17% to 62%**

YEAR 1

26%

increase
in funding

YEAR 2

56%

projected increase
in funding

Previous solution

Benchmark
FY 2019
\$1.26M

FY 2021
\$567,885

With DonorDrive

FY 2021
\$714,507

FY 2023*
\$1.1M projected
(\$779,846 to date)

*Cure SMA launched on DonorDrive July 1, 2022.

FY 2023 = July 1, 2022 - June 30, 2023

This year-end, get the support you need to stay on track.
Learn how Bonterra helps nonprofits like yours run more
streamlined and successful fundraising campaigns during
giving season and throughout the year.

[Learn more](#)