

CASE STUDY

Connecting and re-engaging with donors using video messaging made easy.



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The Good News Community Kitchen is a nonprofit based in Occoquan, Virginia that was established in 2015 to rebuild and strengthen communities by fighting hunger one meal at a time. Serving veterans, students, senior citizens, survivors of domestic violence, and families who identify being food insecure or in need, Good News Community Kitchen's core values of outreach, unity, integrity, compassion, and selfless service shine through in all of their programs.

USING VIDEO TO GROW A DONOR NETWORK

The video capabilities integrated directly into Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good), have changed the way Founder and CEO Mercedes N. Kirkland Doyle fosters relationships with donors.

“ [When a donor makes a gift] I send my thank-you videos out immediately and what I'm seeing is that my donor who gave me a couple hundred or fifty dollars will take that video and they'll share it with their friends. I include my donors in my day, just to let them know I'm thinking about them, I'm thankful for them, and the best is yet to come. And my donors love it.”



Personalized communications allow nonprofits to connect directly with their donors in a meaningful way. Rather than being another email in a donor's inbox, consider taking a more individual approach to saying thank you.

TOOLS DESIGNED BY FUNDRAISERS MAKE GUIDED FUNDRAISING AN INDISPENSABLE TEAM MEMBER

With prompts, notifications, and templates designed by professional fundraisers built right into the solution, Guided Fundraising has become an important member of Good News Community Kitchen's operations. Engaging with both current and lapsed donors has never been easier. When it comes to built-in reminders, "that's what my team does," says Mercedes. "And so far as I can see, Guided Fundraising is on my team."

Ensure your donor communications stand out from the crowd. **Schedule a demo** today with our team to see how Bonterra Guided Fundraising's all-in-one solution can transform your nonprofit's communication strategy.