

CASE STUDY

A small, rural nonprofit boosted collaboration and results.





Melanie Burch, Middleburg Humane Foundation's (MHF) director of development, turned to Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) to help her organize their spreadsheets and handwritten notes. According to Melanie, being able to target specific people based on their interests and preferred channels has drastically improved engagement and giving.

“ Once our data was loaded into the solution, it allowed us to communicate with our diverse audience groups in unique ways.”

— Melanie Burch,
Director of development

“We’ve had Bonterra Guided Fundraising in place for about a year and beat our holiday giving goal by \$12,000!”

Personalized outreach

Once Melanie’s team at MHF migrated all their data into the solution, they were able to see exactly who was donating or involved in some way. Now they can target a broader range of potential donors.

Better collaboration with board members

Segmenting donors was the secret behind making year-end campaigns more successful. In addition to seeing a fundraising boost, Melanie discovered how the solution makes working with her board more effective.

“I’m asked by the board on a regular basis to retrieve bits of information. Having the info in one place has been a real lifesaver.”





Boosting engagement

Successful Bonterra Guided Fundraising customers regularly engage their constituents with targeted messaging that works on any device. Melanie appreciates how easy it is to create and send professional-looking emails.

“The email templates are great. We struggled in the past with sending out PDFs, but since utilizing the Guided Fundraising solution, having more options for laying out emails has been tremendously helpful, and makes my job easier.”

Middleburg Humane Foundation makes smarter fundraising decisions with easy-to-use technology built for small and growing nonprofits.

Ready to make the switch to simpler, smarter software? Visit bonterratech.com to contact us or request a demo.