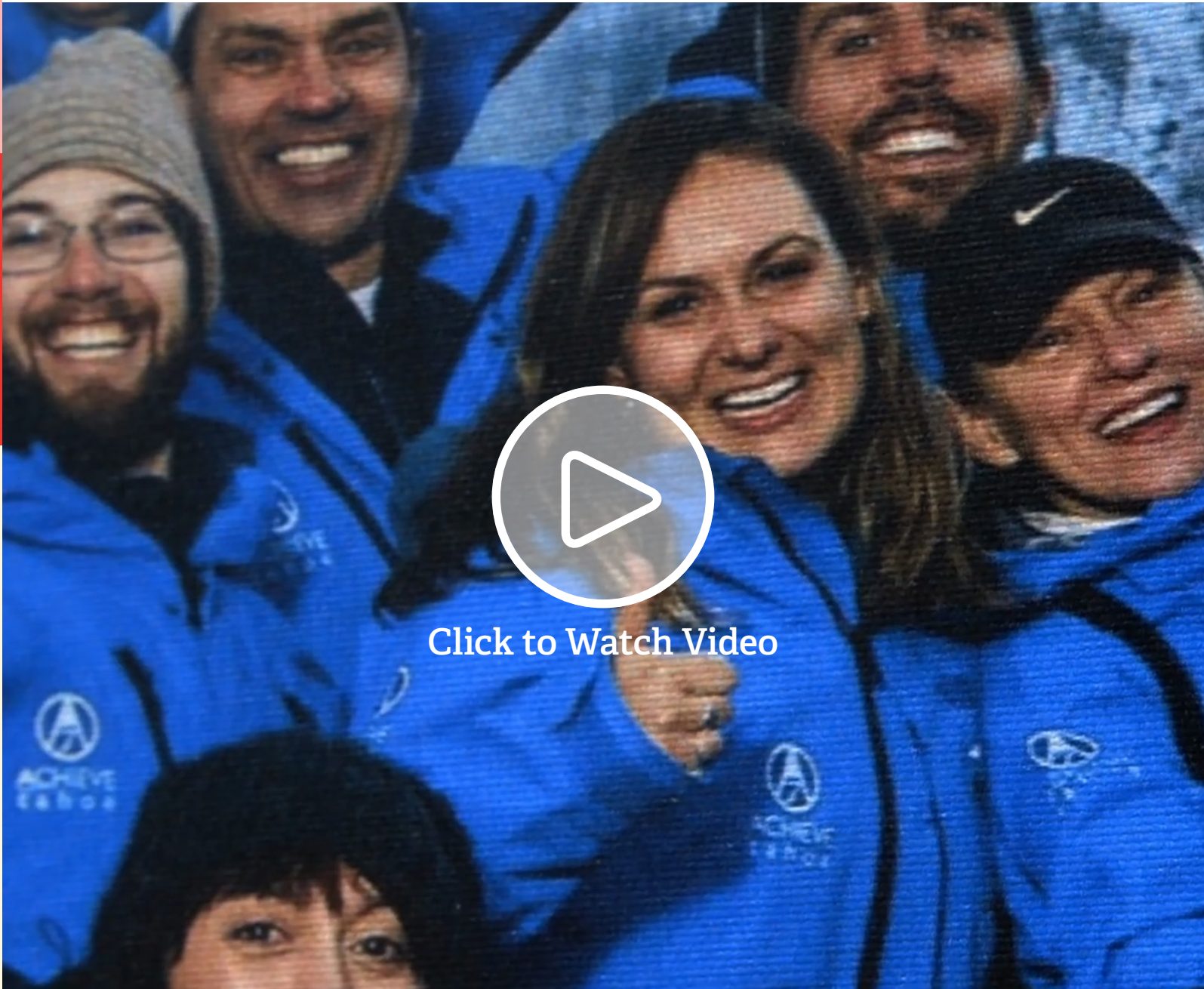




## CASE STUDY

# Achieve Tahoe makes the switch to Bonterra Guided Fundraising.



Click to Watch Video



## Achieve Tahoe

Haakon Lang-Ree, executive director of Achieve Tahoe, had been using Salesforce at his organization for years. Even simple tasks were challenging and took a lot of staff time to complete. Haakon decided to switch to Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) in an effort to establish a better system to track and measure fundraising efforts, and implement a more streamlined software solution.

“The onboarding process [for] Bonterra Guided Fundraising was amazing. The Bonterra team was very accessible—I called them pretty frequently to ask for help or to bounce ideas off them, and they were really great to work with.”

— Haakon Lang-Ree, executive director,  
Achieve Tahoe

Within a matter of weeks, the organization's 25,000 contacts were imported into the Guided Fundraising solution, the staff had been trained to use their new reporting features, and Achieve Tahoe's first campaign was kicking off.

## EASY, EFFECTIVE PEER-TO-PEER CAMPAIGNS

Peer-to-peer campaigns really work for Achieve Tahoe. The organization has a strong base of supporters whose lives have been touched by its amazing mission and who are motivated to act on Achieve Tahoe's behalf. **Last year, the organization raised over \$235,000 from just one peer-to-peer campaign using Guided Fundraising!**

## EASY-TO-ACCESS FUNDRAISING INSIGHTS

The staff at Achieve Tahoe are organized fundraisers, and love that they can track the results of their yearly peer-to-peer campaigns in a simple dashboard. It's easy to tell how new donors came to their organization, which makes donor acknowledgment and stewardship a snap. And since they're able to see how their campaigns are performing in real-time, it's easy to make tweaks and set goals to improve their fundraising results over time.

## MORE TIME TO GROW THEIR MISSION

Haakon and his staff put the time they saved by switching to Bonterra Guided Fundraising back into their mission. With more time to spend changing lives instead of struggling with software, Achieve Tahoe is looking forward to the future.

“ Guided Fundraising works for our organization where we don't have a whole staff devoted to maintaining and keeping that system up to speed—you can learn it very quickly.”

Ready to make the switch to simpler, smarter software?  
[Visit our website today!](#)

