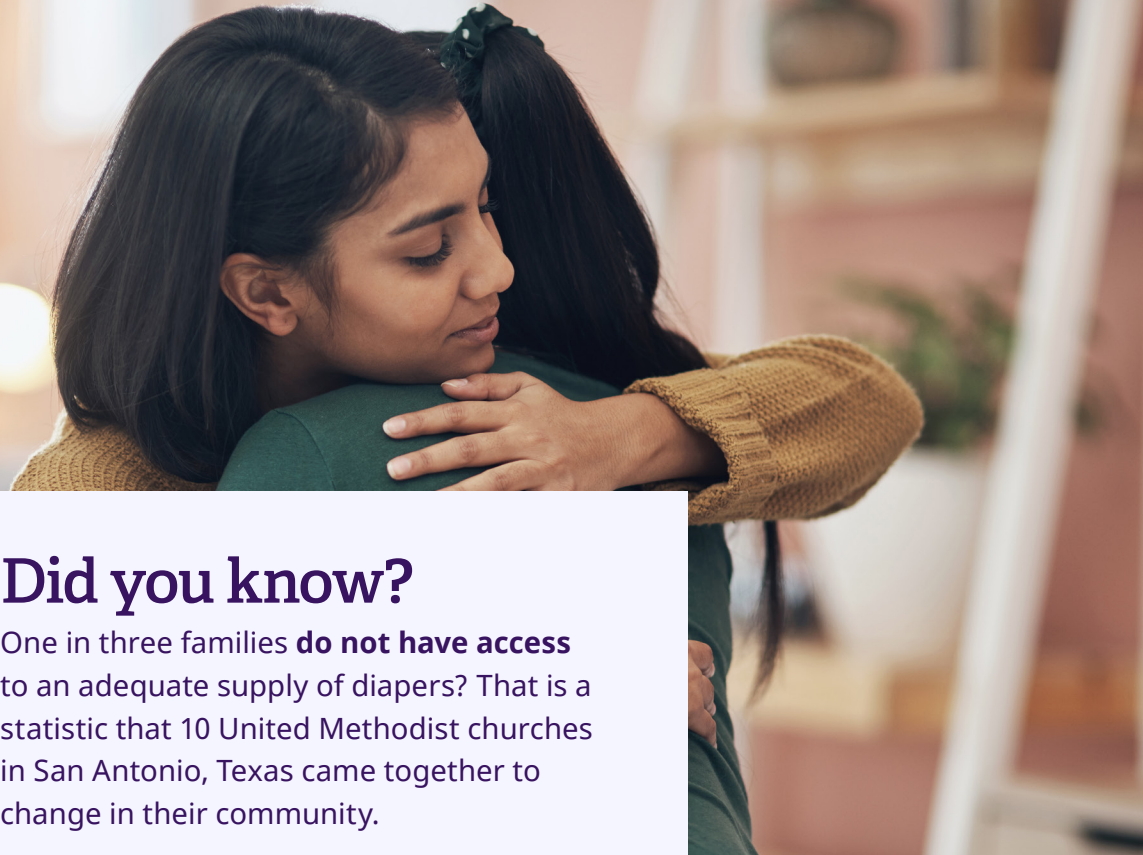




CASE STUDY

Texas Diaper Bank increased donor engagement and giving with Guided Fundraising.





**1 in 3
families**

experience
diaper need

Did you know?

One in three families **do not have access** to an adequate supply of diapers? That is a statistic that 10 United Methodist churches in San Antonio, Texas came together to change in their community.

BRIDGING THE GAP

The churches, which established a nonprofit to promote health and wellness, refocused the organization's mission in 2010 to a vital, but often forgotten need: diapers. The **Texas Diaper Bank** offers a reliable source of diapers in local communities and developed several initiatives throughout the pandemic to ensure individuals had a reliable supply of diapers, feminine products, and personal protective equipment (PPE).

During this time of need, efficient and effective fundraising was more important for the organization than ever before. Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) offered the Texas Diaper Bank's staff the ability to reach donors with messages that resonated with them while still leaving time for work to advance the organization's mission.



ALL-IN-ONE MAKES ALL THE DIFFERENCE

Before using Guided Fundraising, one of the main challenges the Texas Diaper Bank team faced was accessing accurate reporting. Ashley Colwell, the Texas Diaper Bank's development coordinator, focused her work largely on fundraising campaigns and donor retention. Success in both areas relies on easily accessible donor data. According to Ashley, the Guided Fundraising solution makes it easy for her to find just what she or a colleague needs in a short amount of time.

“ I think it [Guided Fundraising] is easy to understand, so that if someone asks for a specific report, I don't need a whole lot of details to figure out what information it is that they need.”

Her favorite thing about Guided Fundraising is its all-in-one, simple, yet sophisticated, platform.

“ I really like that the fundraising is built into it [the solution], because one of the issues that I always had was trying to find a fundraising platform that's integrated with the customer relationship management (CRM) system we used for donor information. I really love that the peer-to-peer page and donation pages are just all built into it already.”



DOUBLE THE IMPACT WITH EASY DONOR COMMUNICATIONS

Since adopting an all-in-one platform, the Texas Diaper Bank experienced an increase in **recurring donations**. Leveraging Guided Fundraising's built-in filters and lists to send customized communications to segments of their donor base also allowed Ashley and her team to take a more tailored approach to fundraising.

“ I like that in Guided Fundraising, you can create specified audiences of which to send emails. The recommended filters (e.g., people who haven't donated in the last 30 days), or 'lapsed donors,' make it incredibly easy to run a campaign and convert lapsed donors to active.”



THE NEXT STEP: EVENTS AND AUCTIONS

The Texas Diaper Bank is excited about the prospect of using Bonterra Donor Engagement's [Auctions solution](#) in tandem with their in-person events to offer donors an integrated event experience.



Looking for an all-in-one system for your organization?

[Contact us for a free demo!](#)