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Alison Cook Beatty Dance Company exceeds goals and impresses donors

After years of using Excel and Google Docs, Alison Cook Beatty knew that if her nonprofit dance company was not set up properly, they would not be able to manage crucial bookkeeping, sustain their dancers, or care for their donors. After the nonprofit received its 501(c)(3) status, Alison decided it was time to take her fundraising and donor relations to a more professional level.

Alison Cook Beatty utilized Bonterra Fundraising Essentials to launch a five-week, integrated fundraising campaign under the guidance of her fundraising coach. This campaign included several milestones to celebrate, including a new website, a new promotional video, and its new 501(c)(3) status. Alison Cook Beatty Dance Company's first major fundraising campaign surpassed its goal by 30%, furthering its work and support for artists. Since starting with Fundraising Essentials, Alison and her three-person staff have become better organized and more efficient, allowing her to focus on her mission, choreograph new pieces, and cultivate community and donor relationships.

"Joining Bonterra Fundraising Essentials was a huge investment for us as a small nonprofit," said Alison. "But it was also an investment in us as a company. We had to take control of our nonprofit — out of respect for our donors and to give us peace of mind."

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The first major fundraising campaign surpassed its $10,000 goal and ended up bringing in $13,000 to support the work and artists.

Professional campaigns give donors a great impression

Over the course of five weeks, Alison Cook Beatty Dance Company sent supporters an appeal letter, three emails, and a wrap-up email with campaign results. It incorporated posts about the campaign into its regular social media activity. Finally, they extended the dates of the campaign to include a performance in Alison's hometown to reach audience members who would want to donate. Before the performance, a board member gave a curtain speech about the campaign, highlighting the pressing deadline. These activities offered supporters a more tuned-in and connected experience.

Additionally, its previous software couldn't keep up with the reporting demands of its grant applications. At any given time, Michelle and her team would be working on as many as four grant application projects, which involved having to pull data for different reports manually. They found themselves exerting a lot of effort just to meet requirements to get funding. That high level of effort wasn't sustainable for the long term, especially since reporting requirements are only slated to increase over time. Eventually, when their previous case management program transitioned out, Michelle's team found another solution: Bonterra Impact Management.

Confident fundraising helps Alison Cook Beatty Dance Company exceed its goals

Their hard work and planning paid off. Alison Cook Beatty Dance Company's first major fundraising campaign surpassed its $10,000 goal and ended up bringing in $13,000 — 30% more than its goal! — to support the work and artists. Alison was so invigorated by the results that she immediately started planning her year-end campaign and is now confident in her company's ability to fundraise. The organization's talent as fundraisers supports the talent on stage, which promises to keep Alison Cook Beatty Dance Company in the spotlight for years to come.

Technology unlocks more time for her mission

Since starting with Bonterra Fundraising Essentials, Alison and her three-person staff have become better organized and more efficient. Gone are the days of staying up until 4:00 a.m. to finish data entry, reports, or thank-you notes after a long day of rehearsal. Now, with all supporter information stored in one place, Alison can spend her time focusing on her mission, choreographing new pieces, and cultivating community and donor relationships.

Ready to make the switch to software that helps your nonprofit do even more to advance your mission? Visit our website to request a demo.

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