# Habitat for Humanity of Madison County increases donations by 18%.

## CASE STUDY

**Habitat for Humanity of Madison County**, Indiana is an affiliate of Habitat for Humanity and shares the vision of a world where everyone has a decent place to live.

Jan Miller, the organization's executive director, has 40 years of experience working in nonprofits and is the organization's main fundraising coordinator. Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) offers Jan and her team a system that's not only easy to use, but also offers customized support to help the organization achieve its goals.

## COACH OFFERS TECHNICAL AND FUNDRAISING SUPPORT

Jan is not a fundraising newbie. She's had fundraising responsibilities in her roles at larger nonprofits. Her **fundraising coach**, Michelle Peters, offers a valuable perspective on raising funds for small and midsize organizations like hers.

At Jan and Michelle's meetings, they cover everything from optimizing **online fundraisers** to establishing long-term fundraising strategies for the organization.

Michelle's expertise in the software itself comes in handy when Jan, who juggles many responsibilities, needs help with creating filters or strategically segmenting donors for future outreach.

## ALL-IN-ONE FUNDRAISING SOFTWARE PROMOTES EFFICIENCY

After working with the Bonterra Guided Fundraising solution, Habitat for Humanity of Madison County is canceling their 3-year subscription with an alternative donor management system. Why? Because with Guided Fundraising, Jan and her team can easily see and organize their data. With all of their donor information in one place, they are able to send out acknowledgments promptly and tell their donors how their support is making a difference. To Jan, the efficiency the Guided Fundraising solution offers is invaluable.

## EASE + ACCURACY = MORE DONATIONS

Guided Fundraising isn't just easier for Jan and her team to use. It's also helping them **raise more money** for their organization. This year, Habitat for Humanity of Madison County saw an **18% increase in donations** from the previous year which Jan contributes to having an easy way to set up fundraisers in advance, developing a fundraising plan, and having updated, accurate, and easily accessible data and communication tools.

> " I like the fact that everything is in one place, that we go in, we can get it done, and get it out. That's been one of the biggest joys for me is being able to keep our donor information in one place…it's made

Do you want an all-in-one fundraising solution? [Contact us today](#)!

Bonterra™