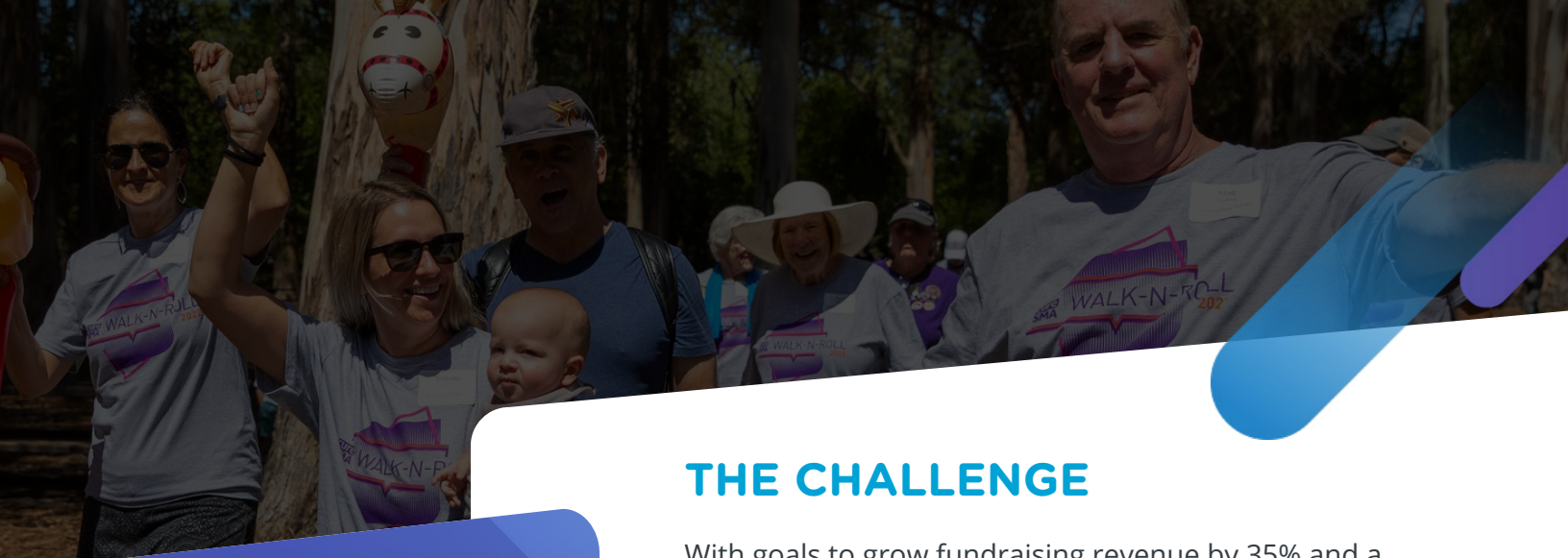




cure
SMA
&
DonorDrive[®]



ABOUT CURE SMA

Cure SMA leads the way to a world where everyone impacted by spinal muscular atrophy (SMA) is empowered to lead independent, successful, and fulfilling lives. Cure SMA provides practical support programs for those impacted by SMA and advocates for their needs — funding direct comprehensive research that drives breakthroughs in treatment and advances access to high quality care.

THE CHALLENGE

With goals to grow fundraising revenue by 35% and a CRM about to sunset, Cure SMA needed to invest in new solutions — focused on supporter engagement, retention, and data integrity for both individual giving and peer-to-peer programs.

Cure SMA's all-in-one platform was causing significant tech debt with outdated experiences that didn't reflect the growing nonprofit. The data coming out of the systems was unreliable. Staff were focused on maintenance and administrative tasks instead of key fundraising activities. And a difficult fundraiser experience resulted in a high number of zero dollar fundraisers.

“We were using one system for peer-to-peer fundraising and donation pages, email marketing, surveys, advocacy, and merchandise, but in none of these areas was the product working to the level we expected. We have significant growth plans, and we didn't want to have to invest in our tech again in five years. We needed solutions to scale with us longterm and the confidence that our partners would continue to develop the product and keep up with industry trends.”

— Amber Ewert Snyder
Senior Director Database Management, Cure SMA





HOT TIP!

Cure SMA started the first phase of their digital transformation journey by choosing Salesforce Nonprofit Success Pack as their CRM. They then looked for a best-in-class solution for digital fundraising with a proven track record among enterprise nonprofits and the ability to integrate with Salesforce for a 360-degree view of their supporters.

- **Identify Point Person**

Nominate a strategic leader with project management prowess for digital transformation success.

- **Take Inventory**

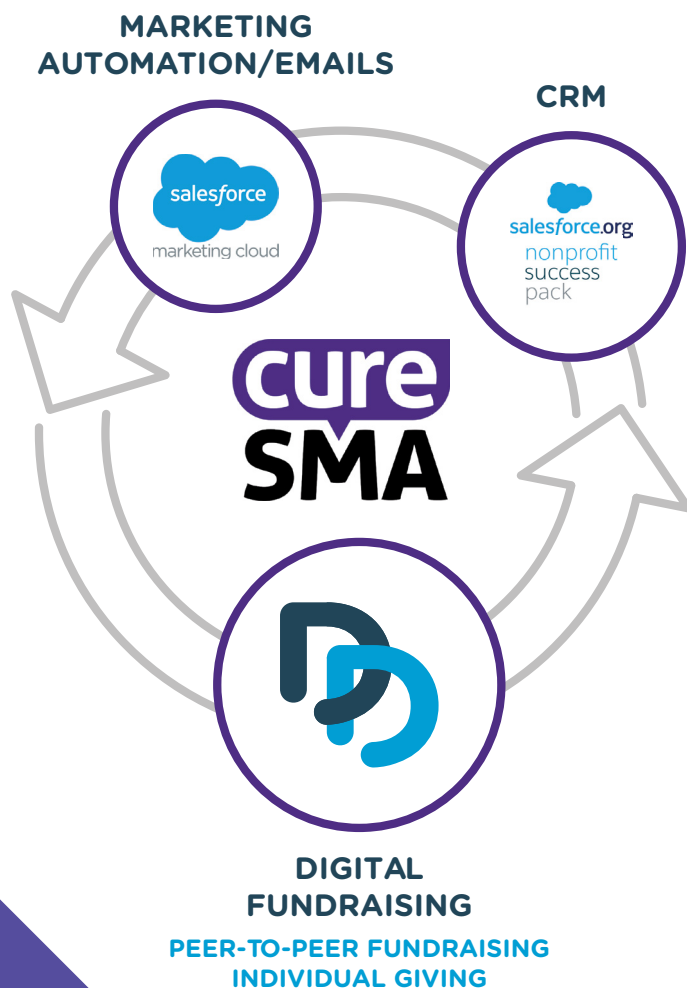
Audit what's working and what's not with your existing technology and your business processes.

- **Evaluate Resources**

Consider the financial lift associated with digital transformation, not just the transition but to ensure your success moving forward.

- **Get Buy-in**

Engage key stakeholders from development, marketing, IT, operations, and finance at an early stage to break down silos between teams.





THE SOLUTION

Cure SMA selected DonorDrive to host their peer-to-peer fundraising programs including their national Walk-n-Roll event series, endurance events, DIY fundraising, livestream fundraising, memorial and tribute giving, and one-time and recurring giving programs.



Walk-n-Roll



Stream Away
SMA



DIY
Fundraising



Memorial &
Tribute Giving



Endurance
Events



Individual
Giving

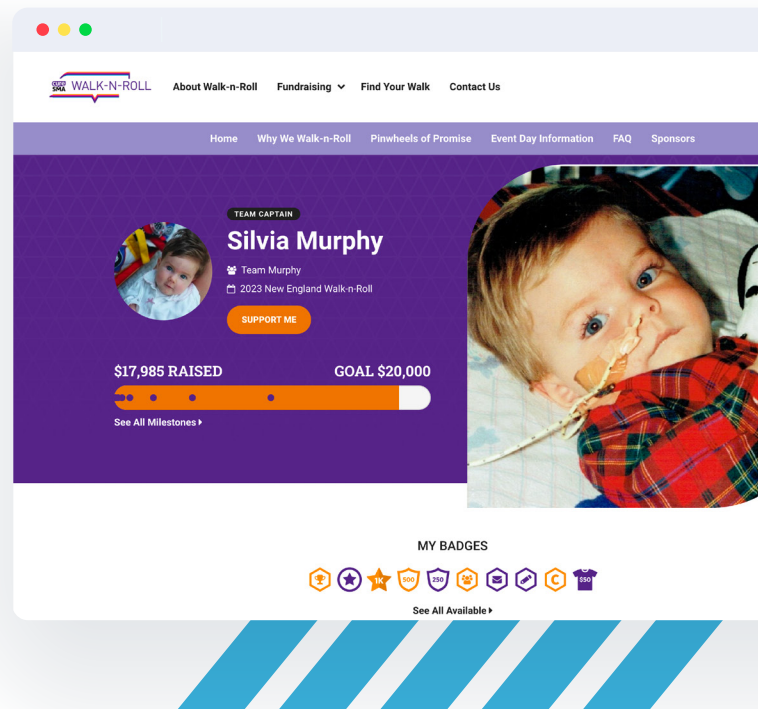


Recurring
Donations

Cure SMA's Top 3 Requirements

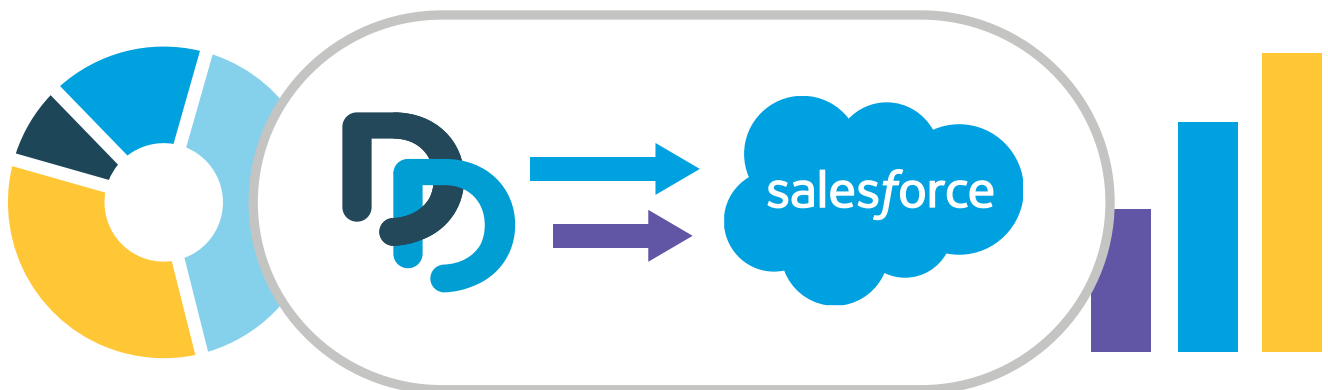
1. Supporter Experience

With Cure SMA's previous peer-to-peer fundraising platform, the supporter experience was clunky, often resulting in staff spending time working through issues with supporters instead of focusing on stewarding participants. When choosing DonorDrive, Cure SMA put their supporter experience first, seeking a solution with an easy-to-use fundraiser portal that would enable their fundraisers to be more successful. Cure SMA encourages their fundraisers to reach new heights with achievement badges, fundraising milestones, and leaderboards.

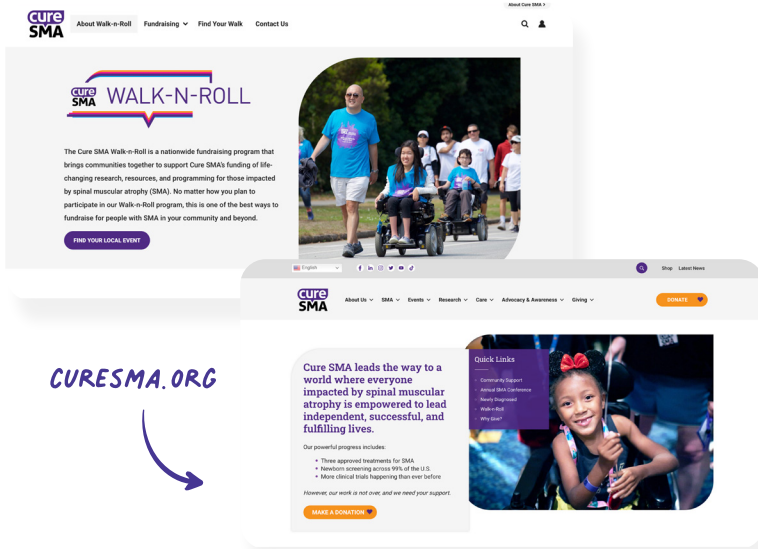


2. Data Integrity

After implementing a new CRM, Salesforce Nonprofit Success Pack, the Cure SMA team wanted to ensure their digital fundraising solution would capture the data they needed to grow their fundraising programs and steward their supporters. DonorDrive's award-winning native Salesforce integration with custom field mapping, enhanced record matching, and superhero-level support gave Cure SMA confidence their data would stay clean and accurate.



CURE SMA WALK-N-ROLL EVENT SITE HOSTED ON DONORDRIVE



3. Branding

Cure SMA wanted to create a simple but cohesive brand experience for their supporters. Instead of recreating their existing web properties, Cure SMA designed their DonorDrive event sites with the evolution of their brand in mind. Cure SMA then rebranded and relaunched their primary website using many of the same elements for a more cohesive experience for their supporters.

Other key requirements included accessibility and inclusivity for their fundraisers with disabilities — a main tenant of the Cure SMA mission — and the opportunity to innovate and reach new supporter audiences with livestream and mobile fundraising capabilities.

“We would definitely recommend DonorDrive. Support services and turnaround time were huge issues with our previous technology. The level of support we received on DonorDrive has contributed to our success. We wanted to ensure that we chose a partner that would grow with us. DonorDrive prioritizes client feedback and is dedicated to robustly enhancing their solution and keeping up with evolving fundraising trends.”

— Amber Ewert Snyder
Senior Director Database Management, Cure SMA



THE RESULTS

The switch to DonorDrive allowed Cure SMA to refocus their teams toward key efforts that increase fundraising revenue. With access to the reporting they need, an improved user experience, and the flexibility to set up new events quickly, Cure SMA is finally seeing the growth they knew they were capable of.

BEFORE

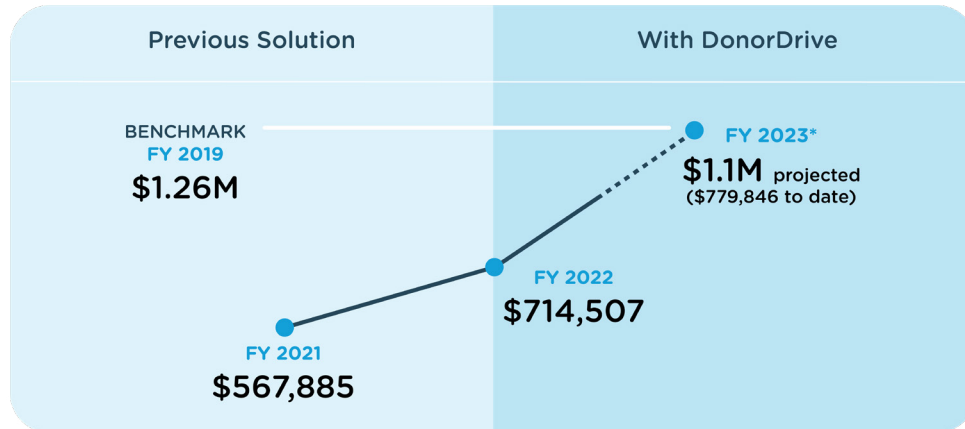
- ✗ All-in-one system causes significant tech debt
- ✗ Development team spends 15-20% of their time on administrative tasks
- ✗ Staff spends 90 minutes setting up each event site with HTML expertise needed
- ✗ Difficult user experience results in a 83% of fundraisers raising \$0

AFTER

- ✓ Best-in-class integrated solutions saves **Cure SMA \$150,000** over five year contract
- ✓ With **easily accessible reports**, staff focuses on stewarding supporters
- ✓ One team member easily sets up each event site in **15 minutes with clicks, not code**
- ✓ Improved user experience **triples the number of active fundraisers from 17% to 62%**

YEAR 1
+26%
increase
in fundraising

YEAR 2
+56%
projected increase
in fundraising



*Cure SMA launched on DonorDrive July 1, 2022.
FY 2023 = July 1, 2022 - June 30, 2023

“I can definitely say I don’t think that we would have these results had we not done what we did with our tech stack. It’s allowed us to reallocate our staff’s time, and our on-the-ground fundraising team is focusing on direct grassroots work rather than administrative tasks in our digital fundraising platform. They have the reporting they need at their fingertips to focus on stewardship and retention of our supporters.”

— Jesse Aynes

Vice President of Development and Events, Cure SMA

DonorDrive turns your supporters into powerful fundraisers with innovative digital fundraising solutions. Create a community of engaged supporters with tailored giving campaigns, peer-to-peer fundraising events, native mobile app, activity tracking, and livestream fundraising.

www.DonorDrive.com