

CASE STUDY

Mittens for Detroit found software built to help small nonprofits grow.





Mittens for Detroit's purpose is to collect, purchase, and distribute new, unused mittens and gloves to children and adults in need in Detroit. Actress Erin Cummings founded the nonprofit in 2010 and it has grown steadily in the past six years. In their first year, they collected 10,000 gloves, which quickly grew to over 62,000. Wendy Shepherd serves as the organization's only staff member and works part-time to make sure the organization fulfills its mission.

Like many young nonprofits, Mittens for Detroit had a fiscal sponsor and collected donations through their sponsor's giving page. But, they were unable to collect donor information which made it difficult to form relationships with their donors and to understand who their supporters were.

"Using Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) is like having an invisible staff member who is working for me, helping me with fundraising, because I don't always have the time."

As Mittens for Detroit's donor base grew, so did their need for a solution to help them track all their donors.

Built for small nonprofits.

Wendy found that the first solutions she tried were too complicated and didn't fit her needs. They had too many features and weren't easy to navigate. When she learned about Bonterra Guided Fundraising, she made the switch to take advantage of a solution that is specifically built for small nonprofits.

"I need an automated, user-friendly solution and if I have a question, I want to be able to talk to someone and get it answered. Bonterra's customer service and easy-to-use products are so helpful and allow us to grow."

Wendy discovered that Bonterra Guided Fundraising makes it incredibly easy to manage donors. She has all the functionality and control she needs, and can easily navigate to the records and information she uses to communicate with donors and raise more money.

"Bonterra listens to what their customers need, the products are always being updated, and it's GREAT."





Tracking destinations for better results.

Mittens for Detroit often partners with businesses that encourage their employees to give to local charities. Wendy uses the designation feature on the Guided Fundraising donation page to capture the company name and track gifts from employees of their partners. This information flows seamlessly into the Guided Fundraising solution, along with the donor and gift information, which means Wendy can easily pull a report tracking which donors came from which company so she can report back to the business on the impact their employees have made.

“Whether it’s talking to patrons and encouraging more donations (and more frequent donations!), keeping information up to date between departments, or getting good data to the board, Guided Fundraising helps me to be able to do many of my jobs very easily.”

Ready to make the switch to simpler, smarter software? Visit bonterratech.com to contact us or request a demo.