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How LGBTQ+ Victory Fund and Social Driver created digital experiences to take pride in with Bonterra Donor Engagement's Development and Digital Solutions.

LGBTQ+ Victory Fund's situation is familiar to many nonprofits: their old, outdated website wasn't serving its purpose. Between broken functionality, the inability to effectively categorize and visualize information, and the sheer amount of staff time and effort that it took to maintain, the organization knew it was ready for a change.

Rather than investing in smaller cosmetic changes, LGBTQ+ Victory Fund took the opportunity to go big; reevaluating its brand identity and data infrastructure, with the goal of creating a cohesive digital experience that would delight site visitors and make digital work easier and more efficient for staff.

> " We knew that we needed digital tools—a CRM and website that worked together—so we could scale our ability to tell stories and share information, and we were able to do that with Social Driver and Bonterra Development and Digital."
>
> Jarod Keith
> Digital strategy manager
> LGBTQ+ Victory Fund

About

LGBTQ+ Victory Fund is the only national organization dedicated to electing openly LGBTQ+ people who can further equality at all levels of government. Since 1991, it has provided campaign, fundraising, and communications support to LGBTQ+ candidates to increase the number of openly LGBTQ+ elected officials—because representation is power.

Social Driver, a Bonterra partner, is a leading digital agency with in-house expertise for using social media, digital strategy, content, websites, and brand design to have an impact for a brighter future. Headquartered in Washington, D.C., with teams in Kansas City, Chicago, Detroit, and Bellingham, WA, their culture is focused on partnership, creativity, stewardship, collaboration, and service.

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Objectives

LGBTQ+ Victory Fund undertook a website redesign with three main objectives in mind:

1. **Provide a seamless user experience** for donors to find LGBTQ+ candidates, learn about them, and contribute to their campaigns.

2. **Offer a central location** where researchers and reporters could easily access information about past and current LGBTQ+ candidates.

3. **Save staff time** that was previously spent working with a difficult website and answering research questions individually.

To help ensure success, LGBTQ+ Victory Fund partnered with Social Driver, a full-service, LGBTQ+-owned digital agency. In addition to working on the front end of LGBTQ+ Victory Fund's website and web strategy, Social Driver recommended that LGBTQ+ Victory Fund use Bonterra Donor Engagement's Development solution and Bonterra Supporter Engagement's Digital solution to meet the organization's CRM and digital fundraising needs.

> **"** LGBTQ+ Victory Fund had really complex systems, and we told them that Bonterra Development and Digital would be the perfect answer to save their staff's time and energy, so they could focus on growing and electing more candidates."
>
> Anthony Shop
> Chief strategy officer and co-founder
> Social Driver

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Bonterra Development and Digital played a critical role in improving usability and sustainability.

Initiatives

LGBTQ+ Victory Fund and Social Driver worked to ensure that the new website would meet five core pillars of web strategy:

| Visibility | Usability | Accessibility | Sharability | Sustainability |

Bonterra Development and Digital played a critical role in achieving these goals, particularly when it came to usability and sustainability.

Social Driver and LGBTQ+ Victory Fund constructed a candidate web page that populates with information from custom fields within LGBTQ+ Victory Fund's Development and Digital database and allows users to easily filter based on a number of criteria, including location, office level, and identity.

Social Driver and LGBTQ+ Victory Fund used a custom connection to integrate information from Bonterra Development and Digital solutions with an interactive digital map that allows users to easily find information about LGBTQ+ elected officials in every state. This feature also allows LGBTQ+ Victory Fund to easily share information with researchers and reporters.

> "Often organizations want to do a website because they want it to look better. We said, let's take a step back and see what's behind the curtain. That was really important to do first because we could have led with cosmetic changes, but it wouldn't have saved much of their staff's time, which was one of our goals, if we hadn't integrated the systems. It was also critical that we identified a best-in-class, all-in-one data solution, and that's what Bonterra Development and Digital provided for LGBTQ+ Victory Fund. The Development and Digital toolset had everything they needed in one place, so they didn't have to worry about multiple systems talking to one another, or data getting duplicated and being incorrect. Their new website is much more cost efficient and easy to maintain because it is integrated with Development and Digital."

Anthony Shop
Chief strategy officer and co-founder
Social Driver

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Results

With a compelling new visual brand identity, a powerful new CRM built to store and share data easily, and a beautiful website to bring everything together, LGBTQ+ Victory Fund saw a robust return on their investment.

Donations to candidates processed through LGBTQ+ Victory Fund's website rose from an average of half a million in previous years to $1.25 million in 2020.

All of the problems previously identified with spending time on individual conversations with researchers were solved by making information easily accessible and available on its website. Thanks to improved SEO, more people are finding and learning from their content, creating more opportunities and less work for the organization.

LGBTQ+ Victory Fund staff was able to eliminate spreadsheets they were using to track information and simplify website updates by using Development and Digital. Storing and updating information in a central CRM that is integrated with the website has increased the sustainability and efficiency of LGBTQ+ Victory Fund's work while allowing the organization to effectively tell stories with data.

Is your organization looking for the right technology to support your digital engagement and fundraising goals? Visit bonterratech.com to contact us or request a demo.

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