

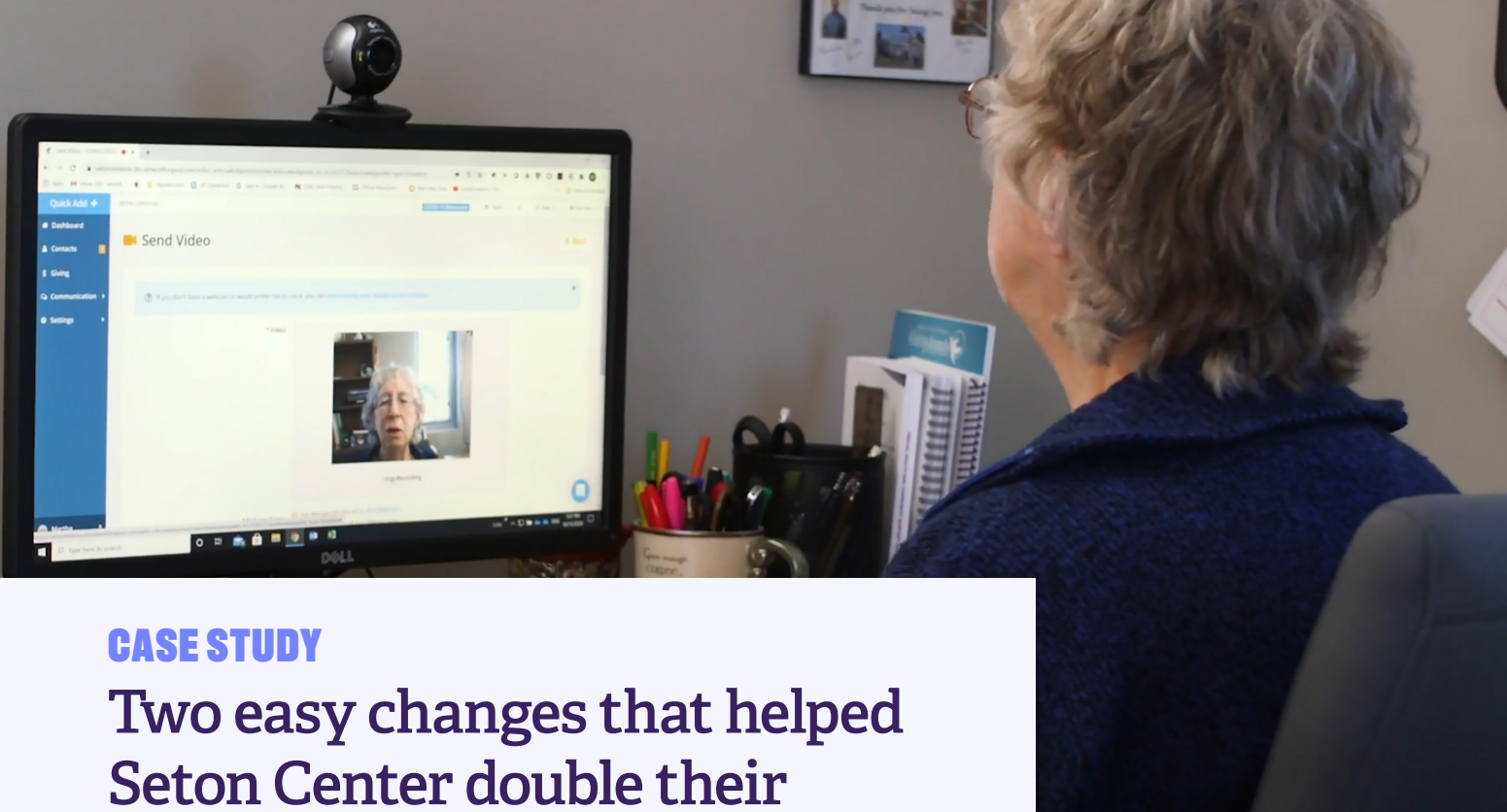


## CASE STUDY

# Two easy changes that helped Seton Center double their fundraising.



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Seton Center is a social services agency and thrift shop which services the northern Frederick County, Maryland area. Founded in 1969, they center their mission in hospitality and respect as they strive to prevent homelessness and utility shut-offs while providing the tools their neighbors need to discover and create more hopeful futures.

## USING VIDEO TO MAKE CONNECTIONS WITH DONORS ACROSS THE COUNTRY

The video tool integrated into Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) proved to be a powerful communication and cultivation tool for Sister Martha Beaudoin, Seton Center's executive director.

“What I like most about video messages is that it's a face. A lot of the folks that donate to us don't know us personally because they're not from the area.”


— Sister Martha Beaudoin,  
executive director, Seton Center

## ORGANIZING DATA TO EMPOWER GROWTH

Data on donors can be a powerful tool, but only if it's organized and accessible. At Seton Center, disorganization became cumbersome and made making data-informed decisions challenging. However, "since switching to Guided Fundraising," says Marketing Manager Lynn Tayler, "that problem has gone away—the organization is just top-notch."

## ACCESSIBLE DATA AND DONOR STEWARDSHIP DOUBLES REVENUE

"Prior fiscal year 2019, our fundraising was somewhere around \$80,000 for the year. Since we started working with Guided Fundraising in fiscal year 2020, we actually ended the year more than double what we had in fiscal year 2019," Tayler adds. With doubled gains, Seton Center can continue and grow their mission of supporting the Frederick County community with the confidence that Bonterra Guided Fundraising is behind them every step of the way.



Ready for better fundraising results?  
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