

CASE STUDY

How Tri-Town Council Is promoting positive youth development through capacity building



The challenge

Tri-Town Council began more than 50 years ago when a concerned group of citizens came together to address concerns about youth alcohol and drug use in their area. Today, the organization is known for their work promoting positive youth development in three of Boston's suburbs.

Meredith Shaw started with Tri-Town Council first as a volunteer and then managed the organization's youth programs before becoming executive director four years ago. The organization is comprised of five part-time staff and Meredith, the only full-time staff member. Meredith, alongside two of her part-time colleagues, works directly on fundraising.

From offering fee-based programming to securing grants, Tri-Town Council has always had a diverse revenue stream. What they didn't have was a strategic fundraising plan with the right tools to make it happen. Meredith knew she needed to increase the team and board's fundraising knowledge, improve administrative efficiencies, and engage with donors throughout the year and not just during their annual appeal.



“ If you're a small nonprofit looking to expand your fundraising practices and fundraising knowledge, Jumpstart is an amazing program to be a part of. Jumpstart is great not only for the tools that it offers, but for the capacity building knowledge you'll gain. The Jumpstart team will support you, really meet you where you are, and bring it forward.”

— Meredith Shaw | Executive director at Tri-Town Council



The strategy

In October 2020, [The Tower Foundation](#), one of Tri-Town Council's funders, invited the organization to participate in the Jumpstart program. [Jumpstart capacity building](#) is a year-long fundraising capacity building program powered by Bonterra.

Working with her personal fundraising coach, Chany Ockert, gave Meredith and the team the confidence and technical acumen needed to make the organization's fundraising more efficient and effective. "Before Bonterra, we had three different databases to manage our donors and communications," Meredith recalls. **"Now, we are way more efficient. We had the support of Chany and the Jumpstart team, so we didn't have to do everything on our own."**

With the technology in place, Meredith and Tri-Town Council's staff and board members learned about the donor life cycle from Chany and developed a plan to streamline their outreach and engage with donors more strategically. "We always had a fundraising plan or timeline, but Chany really helped us align it with Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) as well as our other communications about events and programs." Meredith said. **"It really helped us build a solid foundation upon which to grow."**

Over the past year, Meredith and her team's newfound knowledge and confidence helped Tri-Town Council make strides in building significant fundraising capacity. Well done, Meredith! The way you've embraced fundraising to advance Tri-Town Council's mission is admirable. We are proud to support your organization as you promote positive youth development!

Results



Tri-Town Council raised **+37%** in net new revenue, acquiring **+41%** net new donors in the process!



Trained board members on donor life cycle and soliciting donations to **INCREASE** board involvement in fundraising.



Developed a comprehensive fundraising plan that **INTEGRATED** Bonterra Guided Fundraising as well as grassroots outreach among stakeholders.

About us

Bonterra's Jumpstart program provides grantmakers with effective fundraising capacity building support for their grantees to create transformative change. The year-long program pairs nonprofits with a personal fundraising coach and is provisioned with integrated technology needed to engage community, diversify revenue, and sustain their programs.

