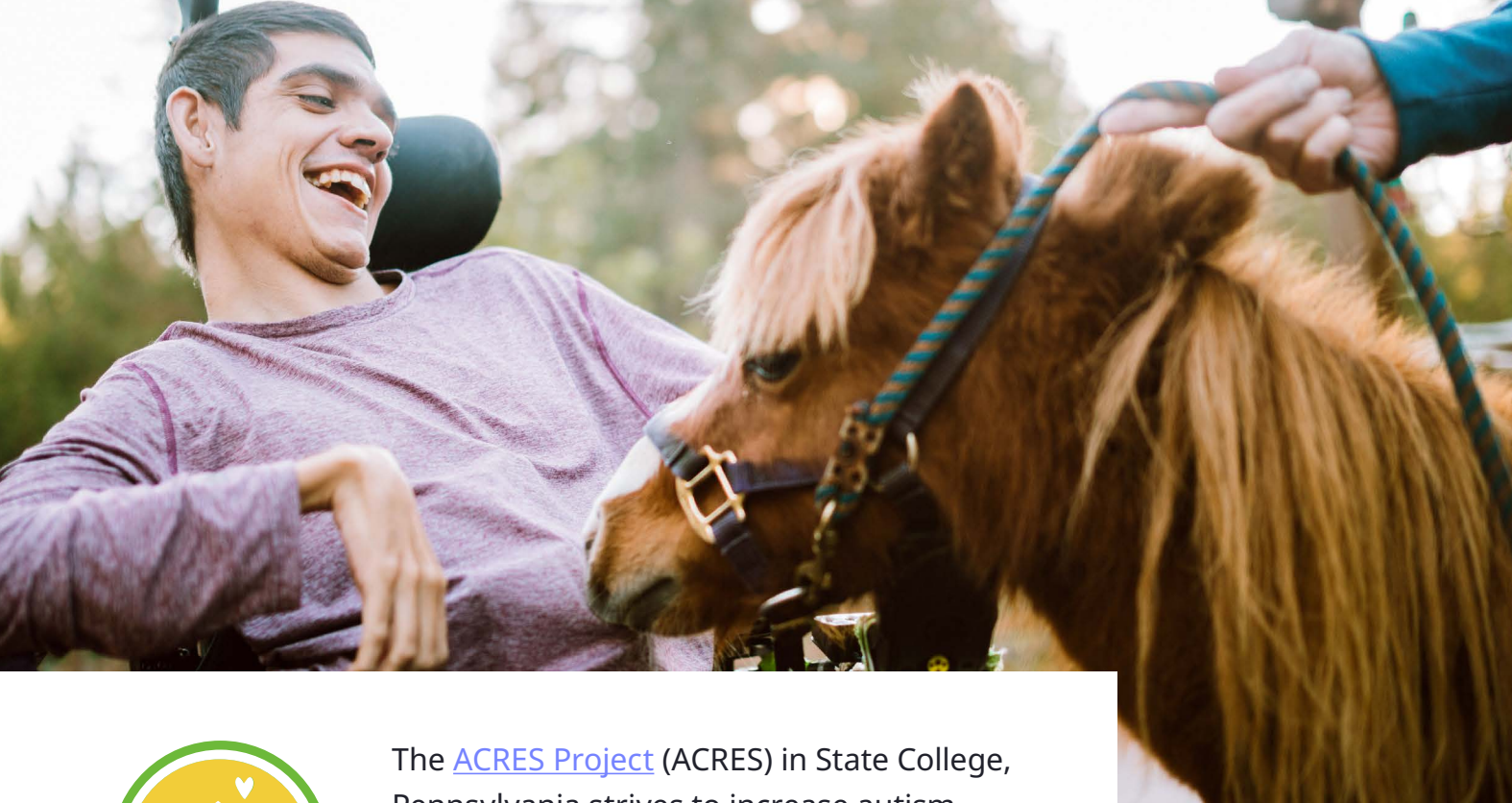


# ACRES improves email reach and response with Bonterra Fundraising Essentials





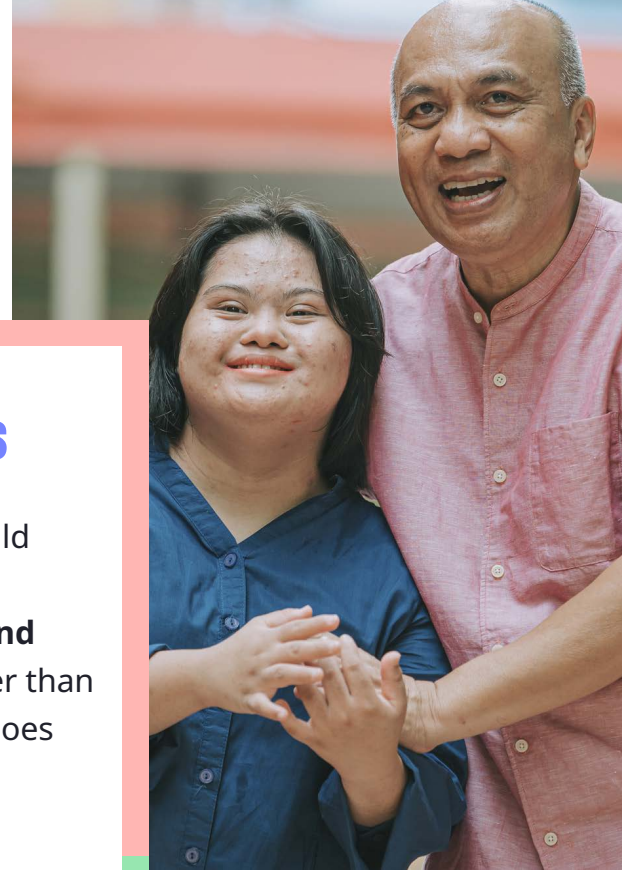
The [ACRES Project](#) (ACRES) in State College, Pennsylvania strives to increase autism awareness and acceptance throughout their community. Founded in 2016, ACRES is a relatively “young” nonprofit organization. They started growing their base of support through in-person and digital outreach

and managed their donor database using Bloomerang. Then came an incredible opportunity: a grant awarded by the [Centre Foundation](#) for ACRES to be enrolled into Bonterra’s Jumpstart program. Jumpstart is a year-long capacity building program that pairs nonprofits with a personal fundraising coach and Bonterra Fundraising Essentials software to engage their communities, diversify revenue, and sustain their programs.

Over the next several months, the ACRES staff began using Fundraising Essentials. The result? Mary Krupa, digital marketing specialist at ACRES, explained that “Fundraising Essentials just feels more complete.”



# Bonterra Fundraising Essentials helped this growing nonprofit in 3 key ways



## FROM “HOURS OF WORK” TO JUST 5 MINUTES

Before Bonterra Fundraising Essentials, Mary said it would take “hours” to develop a donation page for the ACRES website. **With Fundraising Essentials, it took her around five minutes.** “Doing a quick campaign page looks better than anything we’ve ever had before,” Mary said. “Plus, it all goes right into our database, which is really helpful.”

As Mary says, Bonterra’s ability to have data, donation pages, and email capabilities “all in one spot” is what made the system stand apart from other fundraising software programs. “We’re growing pretty quickly. We have more constituents and data to manage and it’s good to have an all-encompassing system that produces good-looking results quickly, too.”

Now ACRES is expanding into video messaging and text-to-give opportunities that are also built into the Bonterra Fundraising Essentials solution.

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— Mary Krupa, digital marketing specialist,  
ACRES

## PERSONALIZED SUPPORT HELPS GET THE MOST VALUE OUT OF THEIR TECHNOLOGY INVESTMENT

While Mary appreciated the on-demand support webinars Bloomerang offered, Bonterra's personal fundraising coaching made a difference when the organization needed support in real time. "If we had specific questions, it was easier to reach out during Bonterra's office hours than listen to a webinar," Mary said.

ACRES' personal fundraising coach didn't just troubleshoot or provide technical support. She offered **ideas and inspiration uniquely suited to their organization's needs**. "Our coach even wrote some templates for us and shared some good fundraising ideas I didn't think of," Mary explains.

## EASY, ENGAGING, AND EXPANDED EMAIL MARKETING

From time-saving templates to drag-and-drop functionality, the ACRES team found that the Fundraising Essentials email capabilities allowed them to send messages that didn't just reach donors — they resonated with donors. According to Mary, the Fundraising Essentials email system "does as much stuff for you as it can, which I really like." That includes sharing examples from other organizations in the email gallery that her team could use as inspiration for their own appeals. As **more of ACRES' messages are landing in supporters' inboxes**, the organization has seen an increase in email open rates, which means more exposure to the impact of their supporters' donations.



Is your organization ready to grow your fundraising? Bonterra Fundraising Essentials can help propel you to your peak impact. [Request a demo!](#)