



How a Historic Foundation Brought Their Fundraising Online with Constant Contact and DonorPerfect

As the head of constituent relationship management for the H. E. Butt Family Foundation, Christy Richardson relies on effective tools to foster a close-knit community. Established in 1933, the foundation offers free camping and retreat facilities for school and community service groups.

To manage their large constituent database, the H.E. Butt Foundation depends on donor management software, DonorPerfect.

“Our organization has been using DonorPerfect for about 20 years,” Christy says. “About 5 years ago we started using DonorPerfect more for online donations.”

Shifting to an online approach meant that Christy and her team started to rethink their communication strategy as well.

Deciding to do more with their email marketing, Christy was excited to learn of an integration between DonorPerfect and Constant Contact.

The integration allows for seamless list management and synchronization of campaign results so your contact and campaign information is always up-to-date.

These systems work together so that any contact that signs up for your mailing list will automatically have information stored in DonorPerfect as well. Additionally, your campaign history and contact information is stored so you can track results and target recipients based on data, including engagement and giving history.

“My advice to other nonprofits would be to curate your messages carefully, and use the tools that Constant Contact and DonorPerfect provide to understand what your contacts are truly interested in, and then your email list will become gold for you.”



Customer Since:

2013

Website:

www.hebff.org

Located in:

Kerrville, Texas

Interview with:

Christy Richardson, constituent management director

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Communicating with various audiences with different interests, the foundation groups contacts into separate lists to reach the right contacts with information that's relevant to them.

These lists can automatically update in DonorPerfect as well, where information such as giving history for specific contacts can help provide a complete picture of your contacts and how best to reach them.

By keeping track of results and understanding what her audiences are interested in, Christy is able to refine her approach, increase engagement, and boost donations.

And whenever Christy needs support or coaching, she knows help is never far away.

"I don't think I could say enough good about DonorPerfect and Constant Contact," says Christy. "The tech support has just been stellar. I've used the chat support from Constant Contact, and that's been great."

With these two tools, Christy continues to connect with her audience in meaningful ways and build on the strong relationships that keep the organization going strong.

If your nonprofit is looking for a better way to reach your donors, supporters, and volunteers, DonorPerfect and Constant Contact can help!



Visit softerware.constantcontact.com for more information, or give us a call at 1-855-815-5450.

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