

## Hospice Austin



### Hospice Austin Uses [The Raiser's Edge®](#) To Enable Strategic Fundraising

Established as a grass-roots, community-based program in 1979, Hospice Austin began providing services to terminally ill people and their families and caregivers during the summer of 1980. With visionary leadership and collaborative support from area hospitals, organizations, individuals, and the community, Hospice Austin flourished and now provides family-centered, quality end-of-life care that emphasizes compassion, dignity, independence, and respect to 1,500 patients annually.

### ! Challenge

With a substantial base of loyal supporters and the need to manage the often complex relationships associated with a gift in honor or memory of a patient, Hospice Austin needed to replace its custom-built fundraising database with a technology solution that would support its growth.

### 💡 Solution

The Hospice recognized the need to cultivate high-end donors to contribute to an endowment to ensure its future. The Hospice chose The Raiser's Edge to help the organization build on its close ties to the community and continue to grow.

### ☰ Results

By implementing The Raiser's Edge, the organization was able to reduce the time it took to enter and receipt gifts from two weeks to two days, better target its direct marketing appeals, manage fundraising events, and quickly report progress to key staff. Hospice Austin was also able to raise more money to support programs expand its fundraising to include planned gifts.