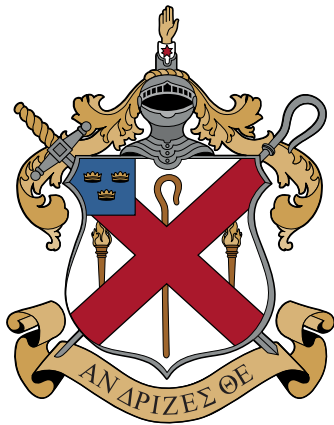




## CASE STUDY

Alpha Chi Rho Educational Foundation increased giving by 25% in just one year.





Finding a user-friendly way to track donor data was a priority for Jay Anhorn when he began his job as chief operating officer and director of development in 2016 at the Alpha Chi Rho Educational Foundation. They had an online donation system that wasn't well utilized, so they needed to make a switch to one that was easier to use without sacrificing the richness of features. Anhorn quickly discovered how much the foundation could achieve with its new all-in-one fundraising software. Since switching, Anhorn is able to get a quick snapshot of the people he's reaching out to, including their donor history, communications they've received, and their donor segments or groups.

“Bonterra Donor Engagement’s Guided Fundraising solution (formerly Network for Good) has revolutionized how we do fundraising thanks to all the powerful, yet easy-to-learn features built into it.”

— Jay Anhorn,  
Chief operating officer and director of development

Bonterra Guided Fundraising is feature-rich and user-friendly, allowing clients to quickly grow their donor base and increase giving.

## Fundraising growth

Once the Alpha Chi Rho Educational Foundation got started with Bonterra Guided Fundraising, they quickly grew their donor base by 41% and increased giving by 25% in just one year.

## Increased engagement

Right away, Anhorn jumped into using the email features and saw great results, with his first test receiving email open rates of 40%. Looking back, Anhorn describes the decision to make the switch to a new solution as a “no-brainer.”





## Better donor experience

Donations have accelerated, with 90% coming in online. “We have more monthly donors than we have ever had. Because of the easy-to-use donation pages, I have 85-year-old men donating online, giving monthly recurring gifts, and they were not giving that frequently before. Having better online donation pages, they are more user-friendly, which has increased online gifts. We have online forms and online ticketing now—new for us and our supporters—which is very easy and very cool. We’ve definitely increased our giving since we switched to Bonterra Guided Fundraising and have seen the true return on investment in less than a year.”

Ready to make the switch to simpler, smarter software? Visit our website to contact us or to request a demo.