



## CASE STUDY

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Like most nonprofits, **The Healing Bridge Clinic** in Peachtree City, Georgia had humble beginnings. The organization started in 2008 as an idea. Members of a local church, whose congregation included many healthcare workers, felt there was a need to reach those without access to medical care. In September 2009, the church members started seeing patients and served five to six patients a month. By 2020, the organization served 1,100 patients and provided \$1.2 million in medical care.



## CONSOLIDATED SOFTWARE AND LOWER COSTS IMPROVES EFFICIENCY

When Mike Conaway was hired as Healing Bridge Clinic's first full-time executive director, his first focus was building the organization's fundraising capacity. Healing Bridge Clinic was initially using MailChimp, Excel spreadsheets, Donation, and QuickBooks to manage their donor relationships. After experiencing challenges bouncing between systems, Mike quickly realized that the organization needed a **streamlined fundraising software** to consolidate their work. Enter Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good). When Mike started, he was overworked and overwhelmed like many nonprofit leaders.

Mike, who started out as the organization's board chair, said his agency as executive director was helpful in getting Bonterra's Guided Fundraising solution implemented. He requested \$3,000 based on his research but was able to tell the board he found a program to meet all their needs that would cost less than his initial request. Talk about a win-win!

“ We're in the midst of creating a strategic plan, how we're going to build the clinic, and make a difference in the community. But all that happens from being able to track stuff, right? Donor relations, community partnerships, using Bonterra Guided Fundraising events pages, and tracking all of that.”



## EASY-TO-USE SYSTEM INCREASES DONOR ENGAGEMENT

When using MailChimp, Healing Bridge Clinic had to update their email list and Excel spreadsheets separately, or donors would not receive their communications. Now, they just update the Guided Fundraising solution and it's done. They can also replicate old communications and alter them for future events. What's more, they now send video acknowledgment messages that their donors love!

“ People love it because it's unique...half the people have provided some type of feedback saying thank you for the video, awesome job, never seen that before, how does that work, that's really cool. When I sent handwritten notes, I never heard anything back from that.”

## CUSTOMER SUPPORT THAT PROVIDES A FOUNDATION FOR SUCCESS

When Healing Bridge Clinic got started with Guided Fundraising, they had several meetings with their customer success manager to help them get started. Mike uses the Guided Fundraising knowledgebase well, but when he can't find information, he uses the Guided Fundraising solution's chat messenger because he works outside of normal business hours. He says he gets a response immediately or the next day.

With this kind of support, Healing Bridge Clinic was able to double their number of recurring donors. To Mike, this success highlights the value of their investment in the Guided Fundraising's donor-friendly experience:

“ It was super easy. I had a couple of video meetings with [our customer success manager]. He walked me through how to set it up. But it's so user-friendly, the support isn't really needed. It was a great investment for us, and I'm excited that we have it.”



Curious if your organization could benefit from an all-in-one fundraising solution?

Get a [free demo](#) today to see if Guided Fundraising is right for you.