



SUCCESS STORY: HOPE Atlanta

Classy for Salesforce Saves Time and Opens Doors for HOPE Atlanta

THE CHALLENGE:

HOPE Atlanta needed a simple, scalable technology solution to address time-consuming, manual data entry.

HOPE Atlanta joined Classy in 2019 with growth as a top priority. That goal prompted them to adopt Classy's integration with Salesforce, helping to optimize their fundraising data, nurture donor relationships, and accelerate progress toward their mission.

Less Time on Data Collection Means More Time for Fundraising

Looking for a platform that offered a seamless integration with Salesforce, their existing CRM technology, HOPE Atlanta turned to Classy.

Classy for Salesforce makes it easy to process a large volume of online donations with accuracy and see the full-picture of each supporter in real-time with clean data. This not only saves time, but also allows HOPE Atlanta to send personalized communications based on these donor insights.

Earning time back with Classy's integration creates more opportunity for HOPE Atlanta to connect with their supporters, ultimately contributing to increased retention rates. Their team also takes advantage of Salesforce's automated notifications for large gifts and the ability to reference past donor



data to segment their email sends and tailor appeals.

Most recently in 2021, HOPE Atlanta united with Action Ministries to more effectively achieve their goal to end homelessness and hunger across Georgia. Their team will continue to use their new-found time to tackle additional key fundraising initiatives in 2022.

HOPE Atlanta plans to expand recurring giving in the new year to establish sustainable revenue and strengthen peer-to-peer fundraising to expand their reach.



Classy for Salesforce is helping us get exactly where we want to be. We're not tech experts, but this integration makes it possible for fundraisers like us to accomplish great things.

Katherine Welker
HOPE Atlanta Development Director