



Technology: A Big Impact Solution for Small Nonprofits.

PHOTO: NICK AGRO / OC REGISTER



IN OPERATION SINCE
2005

ANNUAL PROGRAM COSTS
\$200,000

NUMBER OF EMPLOYEES
4

The Ride with Emilio program started in 2005 with one van and driver in San Diego County. Since then, they've multiplied their vans and the program has expanded into two additional counties. To cover the annual operation costs in San Diego, Orange County, and Imperial Valley, the Emilio Nares Foundation (ENF) must raise \$200,000. Every year the foundation's lean team of four full-time employees works hard to find new ways to engage supporters and recruit donors. Today, they are seeing success in their online fundraising programs and in the new campaigns they've introduced.

WHO IS THE EMILIO NARES FOUNDATION?

As a small local nonprofit in San Diego, ENF assists families with children who are battling leukemia and other forms of childhood cancer. Its flagship program, Ride with Emilio, is a transportation service that ensures no child misses a cancer treatment due to lack of transportation.

ENF also creates their "Loving Tabs" t-shirts to provide children with a sense of normalcy while they are receiving their chemotherapy treatment. The

shirt's breathable anti-bacterial fabric snaps open at the top to give nurses easy access to a child's port-a-cath. This shirt allows patients to feel more comfortable during their cancer treatment.

Over the years, ENF's programs have been supported by grants and individual donations. Today, ENF is seeing an increase in online donations as they have introduced new fundraising events and opportunities for supporters to take action.

Technology Investment Grows Revenue & Programs

For several years, Emilio Nares had relied on a standard payment processor to manage all of their online donations. There was a general feeling among the team that it looked unprofessional and was outdated. As Emilio Nares continued to grow, they knew investing in an online giving experience was something that needed to happen.

ENF's new Development Director, Heidi Cramer, made the decision to partner with Classy.

“This was one of the first things I did after starting at Emilio Nares. Our payment processor really limited our fundraising outreach. We needed to make it easier for someone to donate and give people a way to register for our special events online.”



HEIDI CRAMER
Development Director,
Emilio Nares Foundation

How Small Nonprofits Benefit From Online Fundraising

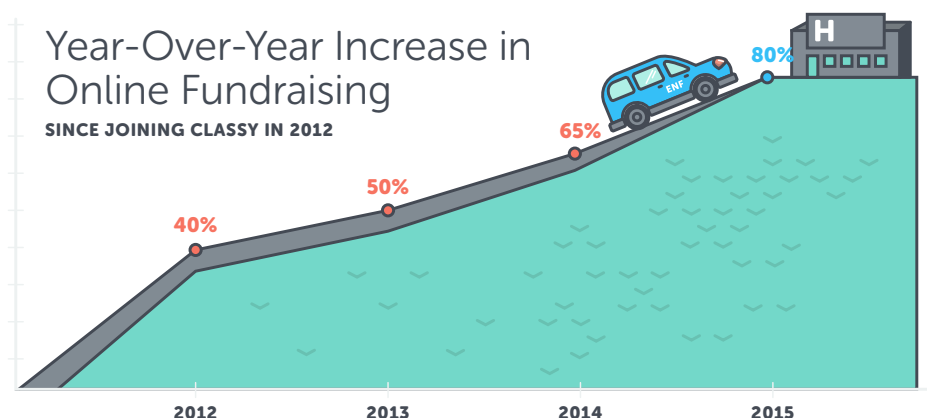
Before working with Classy, ENF had little insight into how peer-to-peer fundraising (p2p) could become a part of their larger fundraising strategy. Introducing p2p to their network of supporters, gave their community new ways to support their programs. It became easy for people with creative fundraising ideas to launch personal campaigns and raise money online.

Heidi referenced a few examples of individual campaigns that have been successful over the years — One supporter launched a birthday

campaign to raise more than \$1,000, someone launched a fundraiser with the promise to cut their hair if they reached a fundraising goal, and a hiking group raised more than \$30,000. P2P fundraising gives supporters opportunities to be creative and increases the number

of ways they can take action and get involved.

“We really didn’t know how easy it would be for individuals to get involved and then spread the word about our little nonprofit through peer-to-peer.”



EVENT FUNDRAISING

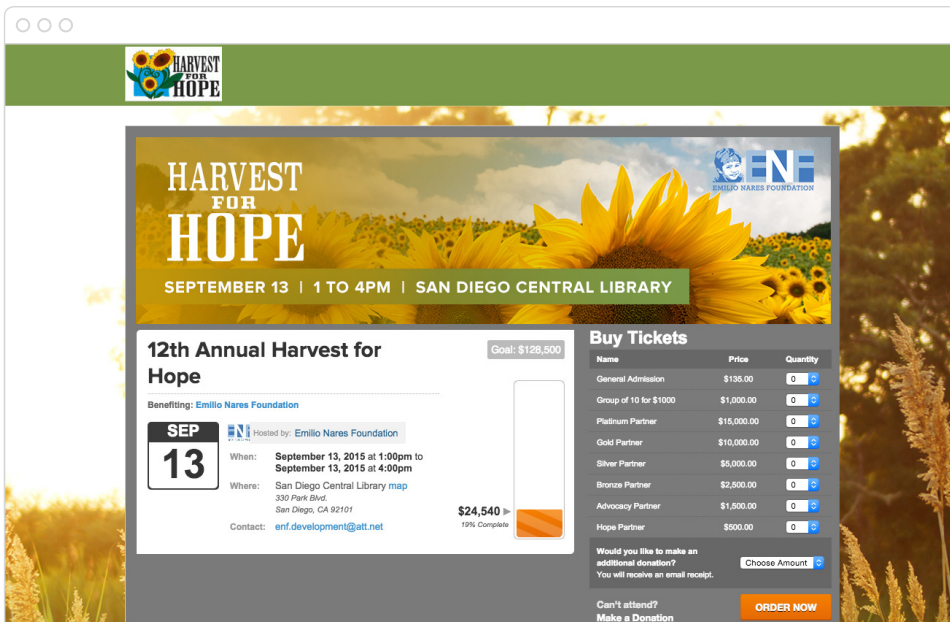
Managing Their Annual Event Registration

Peer-to-peer fundraising is just one part of ENF's online fundraising strategy. When ENF first joined the Classy community, they were looking for a platform that would

support their annual fundraising event, Harvest for Hope. Event attendees were unable to register for the event online and the process was very manual.

“When it is difficult for someone to register for an event, they won’t do it. This is something we no longer need to worry about.”

HEIDI CRAMER



To simplify things, ENF started using Classy's event pages to process both ticket transactions and event sponsorships.

Harvest for Hope + Classy

ONLINE TICKET TRANSACTIONS

\$30,000

EVENT SPONSORSHIPS

\$40,000

New Relationships With New Donors

Since adopting Classy, ENF has seen an increase in online fundraising and the number of new donors they've acquired. **ENF's online acquisition of supporters has doubled since 2012** and they have been proactively working to establish new relationships with these donors.

Heidi uses Classy and their customer relationship management

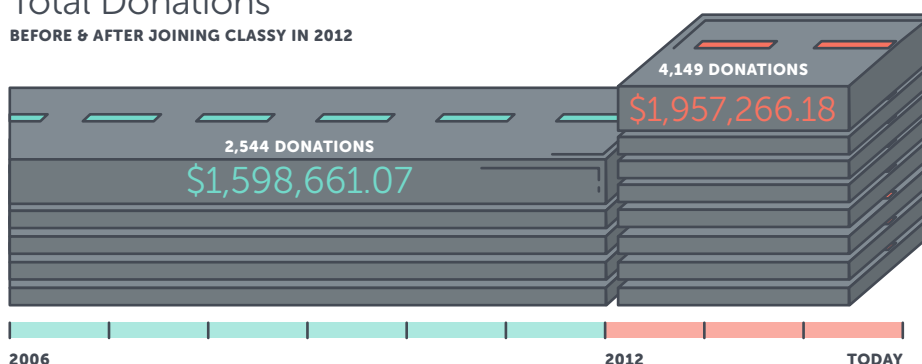
database (CRM) Salesforce to track a donor's interaction with ENF. She uses the data from both platforms to determine which donors she needs to personally follow up and engage with. This sort of proactive communication and insight into a person's giving history makes it easier for ENF to retain new donors and turn them into lifelong supporters.

“Life before Classy was chaotic. We had a lot going on and the process we set up did not streamline all of our efforts. Thanks to Classy we no longer look archaic, we actually look and operate like a legit nonprofit.”

HEIDI CRAMER

Total Donations

BEFORE & AFTER JOINING CLASSY IN 2012



Get started with Classy FREE.

Start a Campaign in minutes →

