



**CUSTOMER STORY: FIRST BOOK**

# How First Book Increased Conversion Rates by 185 Percent in One Year

FOUNDED	NUMBER OF EMPLOYEES	ANNUAL REVENUE	ON CLASSY SINCE
1992	85	\$100M+	2017

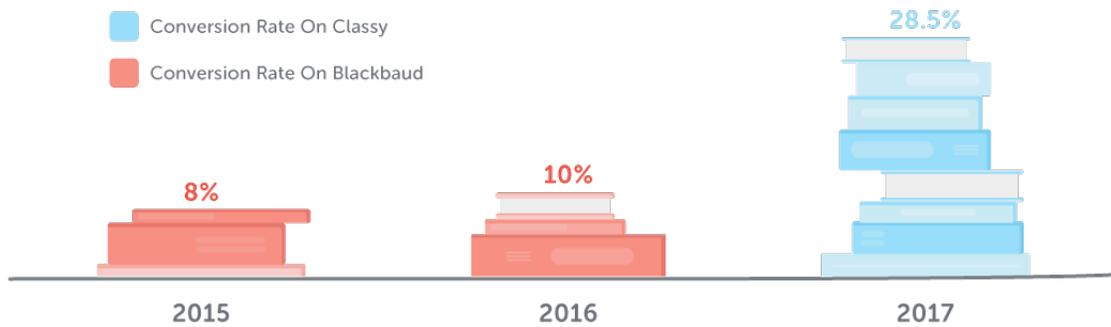
First book is a nonprofit that provides books and educational essentials to its dedicated community of over 4,000 educators, who exclusively serve children in need. Prior to using Classy, First Book used Blackbaud Luminate for four years, and over time they began to see a noticeable drop in conversion rates on their main donation pages.

By 2015, they had a donation form on their year-end campaign that only converted at 8 percent. In 2016, First Book knew they needed to get that conversion rate up. To that end, they sought an outside design firm to help them create a new donation form.

*“Essentially, we put a wrapper over the top of Blackbaud to provide a better user interface.”*

**Diana Peacock**

*SVP of Development and Alliances at First Book*



The better user interface did lift their conversion rates, which speaks to the expertise of the design firm, but it still wasn't ideal for First Book. They only recorded a 10 percent conversion rate on this form.

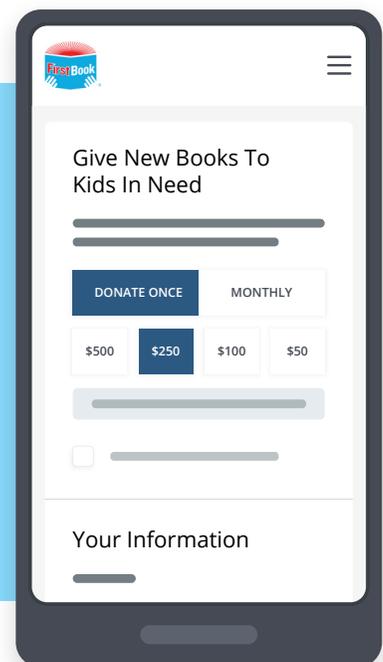
By 2017, First Book had sufficient data to show that it wasn't just about redesigning their Luminate donation form. They needed an entirely different fundraising platform, and the switch to Classy ensued.

As a direct result of moving to Classy, First Book noticed an increase in their donation form conversion rates.

In 2017, First Book's year-end donation form converted at 28.5%. This represents an 185 percent increase from their 2016 Blackbaud form, and a 20.5 percent increase over their 2015 Blackbaud form.

*“Classy’s design is both very responsive and donor-first, which helped us with these conversion rates. The fact that it’s mobile-accessible helps as well. This wasn’t as strong on the previous donation forms.”*

**Diana Peacock**  
*SVP of Development and Alliances at First Book*



The increase to their year-end donation form conversion rates is huge for First Book, and as they move forward they'll now focus on retaining all these donors.

Through the Classy for Salesforce integration and their use of Pardot, First Book segments these donors into separate giving tiers. Then, they direct these groups to specific donation pages that are most relevant to their past actions.

Interested in First Book's Switch and Salesforce Implementation?

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**"The ability to quickly create multiple donation pages fosters retention, because you can create a more customized experience for specific groups of donors."**

—Diana Peacock, SVP of Development and Alliances at First Book

For example, they can create a specific donation page that caters to the \$100 to \$300 donation range; the lowest gift level on the page will be \$100. While these donors are already used to giving \$100, the tactic could help push them up to a new gift level.

Classy's flexible fundraising platform has also helped First Book in other areas over Luminate, like their major corporate partner and giving efforts. No doubt, it'll continue to pair well with their creativity and drive for success into the future.

Want to Grow? Learn how Classy can help improve your fundraising

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