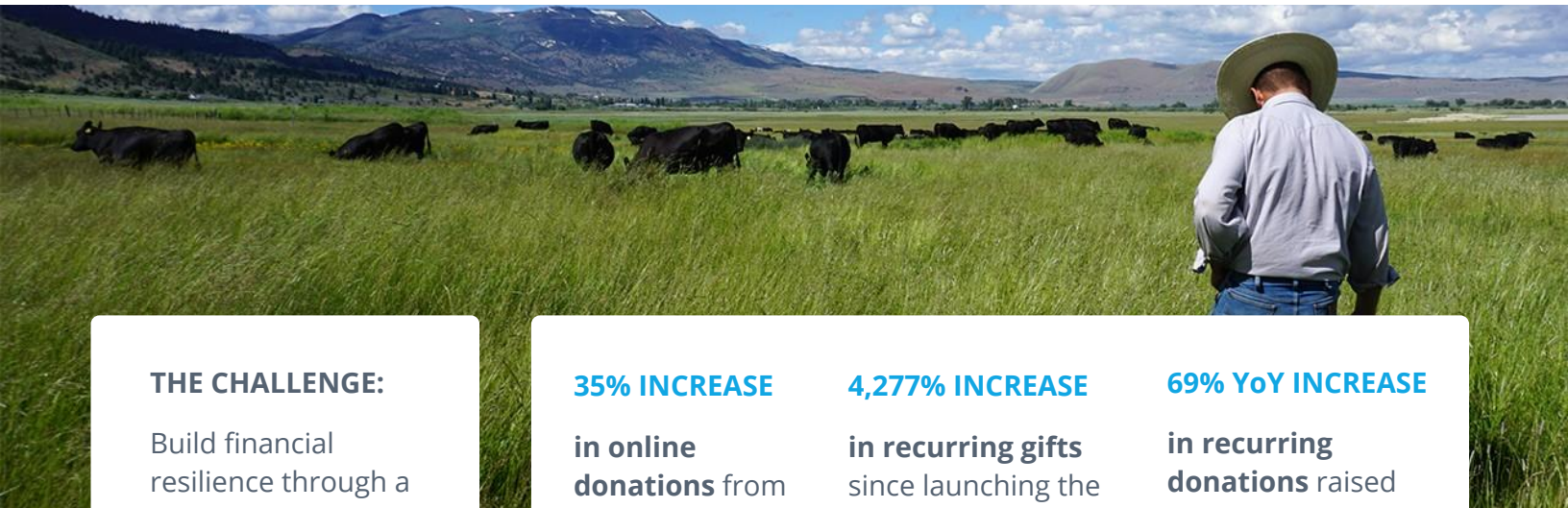


## SUCCESS STORY: SAVORY INSTITUTE

# Savory Institute Increases Donation Page ROI and Recurring Giving Volume With Classy



### THE CHALLENGE:

Build financial resilience through a growing network of small recurring donors

### 35% INCREASE

in online donations from 2019 to 2020

### 4,277% INCREASE

in recurring gifts since launching the program through Classy in 2017

### 69% YoY INCREASE

in recurring donations raised by 600+ monthly donors in 2020

In 2017, Savory Institute seized the opportunity to evolve its donation experience. Their process was run through an e-commerce platform and their fundraising strategy centered around high-net-worth individuals. It felt misaligned to the smaller, ongoing gifts needed to support global regenerative efforts.

Savory's director of development and communications shared, **"Financial resilience relied on many small online gifts. Goal one was to reduce all the friction in the donation process, and that's why we went to Classy."**

With a Classy main donation page built right into its interactive website, Savory has a strong evergreen campaign to attract new donors.

After testing peer-to-peer campaigns and DIY fundraising, a monthly donation program proved to be the most sustainable revenue stream. With over 600 recurring donors, the organization's recurring donation volume grew by 69% year over year in 2020, and their number of recurring donors continues to grow by 10% monthly.

Savory truly knows their worldwide supporters and built an experience to increase their lifetime donor value. They use Classy features like custom donation values, Classy Passport, Classy Mode, and Classy Pay to increase conversions and simplify the giving process every step of the way.