

Qgiv Case Study: Fresno Mission Embraces Change and Increases Recurring Donations by Over 75%

CHALLENGE:

For over 70 years, the Fresno Mission had been primarily known as a place that feeds the homeless. One of their challenges was transforming a rescue mission to a family focused organization offering programs that Rescue, Restore, and Empower those they serve. With help from Qgiv and other vendors, like Brewer Direct, their direct mail and digital marketing agency, they rebranded themselves and pivoted from their historical focus in response to the shift in the homeless community.

The face of homelessness has changed and many now find themselves temporarily homeless due to situational circumstances, like COVID-19. Over 55% of the community they now serve are family units with children, with the average age of the individual they serve now at 26.

They needed to communicate their new name, new focus, and new story to their supporters, as well as build awareness to attract new donors.



SOLUTION:

Fresno Mission moved away from traditional media and embraced technology and digital solutions to focus on their storytelling. They identified new demographics for their donor base and invested in how they told their story through a new name, logo, website, and digital media featuring video storytelling.

They worked with Qgiv to ensure all their rebranding and storytelling were incorporated into their donation forms and that they contained simple and concise messaging. Additionally, they focused on optimizing Google Analytics through use of coding to track their website and donation form usage. They also made sure to utilize the Facebook pixel feature within Qgiv to track their online forms in social media.

They created dozens of new donation forms for specific campaigns and used the handy options available in Qgiv to enable and disable forms that weren't in use, as well as add and remove product packages from their Qgiv account based on their changed fundraising needs throughout the year.



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Additionally, Brewer Direct's expertise in working with nonprofit rescue missions with strategy, creative, direct mail, digital, media, and data and analytics proved invaluable, as Fresno Mission embraced changing and rebranding each donor touch point. The Mission increased their digital advertising in Facebook, Instagram, and web banner ads, as well as revamped their email campaigns. With this renewed focus, they reviewed all their marketing messaging and mediums and fundamentally shifted what their donor base looked like.

In addition, they refined their use of text fundraising by integrating "Fresno 250155" in their online events, website, and in their direct mail program.



The Fresno Mission team reviewed all the options available to them through their Qgiv platform to optimize options presented to their donors. They started including the GiftAssist feature as an option on certain campaigns and found many of their donors opted to help offset processing costs—to the tune of adding an additional \$10,000 to their fundraising totals. Additionally, they made sure to communicate matching donation options. Both increased the overall bottom line.

"When you don't have a huge marketing budget, you look to technology to leverage the market. Whether it's in a business or telling the story of the people that we're helping, Qgiv helps us to do that with QR codes, interactive posters, live boxes, and static pages on our website. People can bring in technology into their organizations and really dive into those inexpensively, fast and easy." Joshua Mendoza, Marketing Manager, Fresno Mission

"Once COVID hit, it was clear we needed to be purely in the digital world. We had people coming in, but we couldn't go out and do any outreach or deal with the community face to face. We really leaned on Qgiv heavily with text fundraising and donation forms and doubled down on our digital advertising. It's been so convenient, and we've seen an uptick in our online presence, along with seeing our giving going up. It's been phenomenal working with you guys!"

Joshua Mendoza, Director of Marketing, Fresno Mission

RESULTS:

The Mission did their research to identify their ideal donor and realized that 99% of their donations come from smaller donors, those giving \$5,000 or less. They saw an increase of over 116% in smaller donations from 2019 to 2020. They made sure that every potential donor received additional opportunities to give by utilizing text messaging and fundraising, QR codes, interactive posters, light boxes, social media, emails, and static pages on their website. As their online presence increased, so did their donations. Through this approach, they increased their one-time donations from \$379,630.17 in 2019 to \$776,779.76 in 2020. They also shifted their recurring giving focus by enrolling donors in a membership program and have seen just shy of 25% growth in their recurring giving program. This member-focused approach helped them gain traction with smaller donations and resulted in a 75% increase to just over 1,000 new donors.

"If nonprofits are going to continue to survive and do fundraising, especially with a younger demographic, they really need to be more dependent on recurring giving in smaller gifts, rather than just relying on major donors."



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By reinvesting in how they tell their story and diversifying their marketing message and mediums, increasing the frequency of touch-points, as well as redefining their donor base, Fresno Mission has pivoted with the changing times and grown their program by leaps and bounds.



Fresno Mission embraced technology and change. They took the time to thoroughly understand all the options available to them in Qgiv and found the donation forms quick and simple to create, modify, and clone. Through this, they provided their donors with a more customized experience that has proven successful.

They also invested in a digital agency partner, Brewer Direct, to help them analyze all the data coming from their donation forms and digital marketing. Brewer Direct helps them identify new donor prospects based on the profile of the Mission's current donors. Through this data, they plan and execute their strategic and cohesive digital media, email marketing, and direct mail plan with interesting stories and messaging.

What's next? To execute truly donor-centric communication strategies, they plan on continuing their technology adoption by integrating their email system and donation platform with their customer relationship management system.

One of the takeaways from Fresno Mission's success story is not to be afraid to try new things and think outside the box.

"It's okay to fail, just fail well... if you're telling a good story, if you're putting a good product together... you're doing something right."

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