

How Greater Pittsburgh Community Food Bank Raised Over \$27 Million in 2020

CHALLENGE:

At the close of 2019, Greater Pittsburgh Community Food Bank (GPCFB) was making the move to replace their online fundraising vendor. They had begrudgingly remained with their previous provider because it offered a manual sync with their CRM, DonorPerfect. The platform wasn't very intuitive or user friendly, which made it a constant struggle to execute their text fundraising, peer-to-peer events, and monthly giving programs, as well as to provide donors with customized reports. They invested a significant amount of time and money into trying to make it work for them. When they began searching for a new online fundraising platform, Qgiv was the only one that had the customizable, out-of-the-box solution they were looking for.

Just as they finished migrating their donor information and setting up their online forms with Qgiv to start their 2020 fundraising, the COVID-19 pandemic hit. The food bank quickly became the center of local and national media attention, with frequent features on the news as thousands of people and vehicles lined up for miles along the roadways for emergency food assistance.

Fortunately, Greater Pittsburgh Community Food Bank had a team of external partners working with their internal teams at the right time. The external teams consisted of Qgiv for their online fundraising needs; DonorPerfect, their donor management software; and their long-time advertising agency, One&All, who introduced them to Qgiv.

SOLUTION:

Partnering with Qgiv helped GPCFB take its online fundraising to the next level, as they found themselves limited by their previous vendor's technology and interface. They chose Qgiv primarily due to the out-of-the-box integration with DonorPerfect and its accessible, top-notch, unlimited customer service.

With Qgiv's peer-to-peer platform and donation forms, they were able to easily customize forms and conduct modified team and individual fundraising campaigns, support recurring

 **150%**
increase in
recurring donors
in 7 months

54%+
increase in
the number of
transactions
YTD

Saved over
16 hrs
per month in
staff time

"Qgiv has surpassed my expectations. The customer service is above and beyond. With my previous vendor, I never got to talk to a real human... I only really talked to an automated ticketing system. With Qgiv, the customer service is amazing, whether it's an email or someone jumping in and helping walk us through this new process of ours."

Megan Bailey, Director of Individual Giving, Greater Pittsburgh Community Food Bank



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donations, and utilize social sharing options with customizable fundraising pages. Working in tandem with One&All, they simultaneously conducted optimization testing of all their messaging. With donation forms set up and tested, they conducted two back-to-back telethons in April 2020 that raised about \$1 million. They also set up dozens of employee engagement campaigns for their community business supporters, which have raised over \$7 million, with an average gift of \$280. Additionally, they implemented an unplanned mid-year GivingTuesday Now campaign with great success. Prior to the pandemic, they had about 800 monthly donors; they now have over 2,000 recurring monthly donors, and that number continues to increase.

When they implemented Qgiv's Mobile Suite, they saw immediate results with over \$100,000 in text donations. They found the customizable reminders and receipts very helpful. GPCFB also utilized Qgiv's Data package to export transaction data seamlessly into DonorPerfect. The direct integration between Qgiv and DonorPerfect exports online and offline donations and directly appends them to existing donor records or automatically creates new records in DonorPerfect, including those who gave restricted or recurring gifts.

Compared to their previous process of manually transferring data into DonorPerfect, they estimate the Qgiv to DonorPerfect integration saves their staff over four hours per week on average (that adds up to 8 full DAYS of saved time in a single year!). Given that they've almost doubled their 2019 number of transactions from 65,000 to well over 100,000 going into Q4, they realize they wouldn't have been able to sustain their incredible growth if they hadn't made the move to Qgiv when they did.

They look to expand and build on their use of the peer-to-peer platform in the near future and fully utilize features like DIY campaigns, matching gifts, gamification, sponsor and leaderboard pages, registration tools, and overall more custom donor experiences to support their DIY supporters and corporate relationships.

In addition to all the functionality the Qgiv platform has brought, Greater Pittsburgh Community Food Bank is enjoying the robust reporting functions they now have at their fingertips. With Qgiv, they have the capability to provide custom reports for all their business partners who are running campaigns.

THE RESULTS:

As a result of the collaboration and accessibility of Qgiv, DonorPerfect, and One&All, Greater Pittsburgh Community Foodbank is focused on building out campaigns according to the cohesive plan they formed with their technology partners. Through timesaving solutions like the Qgiv to DonorPerfect integration, GPCFB was able to eliminate a large chunk of manual data entry while making more informed, data-driven decisions. With the support of their technology partners, GPCFB raised over \$27 million this past fiscal year, far surpassing their goal of \$11 million.

DonorPerfect equipped them with specialized software to successfully store and manage their donor data. This in turn helped them reach the right people with the right message.

One&All assisted with strategy and growth through traditional media and multi-channel marketing such as direct mail, digital campaigns, social media ads, website support, display advertising, and newsletters. They also helped with database segmentation to create donor cultivation and acquisition campaigns. Additionally, they utilize One&All to conduct brand assessments and optimization testing of all their messaging.

Qgiv brought an innovative, easy-to-use, and cost-effective way to use customizable online fundraising tools that utilize One&All's branding and messaging strategy while integrating with DonorPerfect's CRM.

"Having smart tools enables our staff to spend their time wisely executing our fundraising plans."

*Megan Bailey,
Director of Individual Giving,
Greater Pittsburgh Community
Food Bank*



"I have experts on all levels coming together to help us be successful. Without them we would be guessing and hoping, but I know that it's all connected on an expert level. I know we are working with experts who care about our success, and that extra layer of them all working together is pretty awesome."

Megan Bailey, Director of Individual Giving, Greater Pittsburgh Community Food Bank

With help from their partners, Greater Pittsburgh Community Food Bank continues to actively tell their story, form strategic partnerships, and engage with the community to make a difference.

THE TAKEAWAY:

We're all in uncharted waters, as the pandemic has affected us personally and professionally. You don't have to face things alone! Consider getting different perspectives by building your external resources. Assemble a true partnership—a team of like-minded organizations that can work alongside your internal team to help tell your story in the most effective way possible and create a strategic approach.

As Megan Myer, Client Strategy & Success Supervisor at One&All Agency reflected, "This is not the time to scale back on your efforts. Now is the time to invest *more* in your programs."

You can emulate Greater Pittsburgh Community Food Bank's success by being proactive and planning ahead. They were very intentional in communicating and changing up their content, thanking donors, and supporting and serving their constituent base... and it certainly paid off!



"In challenging times, the generosity of the community tends to support critical needs nonprofits. Our fundraising success over the past nine months is greatly due to the community's support of the Food Bank but QGiv allowed us to manage these donors in a more efficient way"

Jennifer Zgurich, Director of Corporate and Community Giving, Greater Pittsburgh Community Food Bank

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All-In-One Pricing



Text Fundraising



Peer-to-Peer Fundraising



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