

Transforming Nonprofit Fundraising

Increasing staff productivity, while reducing cost with DonorView

Arden Shore Child and Family Services, nestled in Waukegan, Illinois, has long been a beacon of hope for children and families in need. Since its inception in 1898, Arden Shore has been dedicated to rebuilding lives and fostering well-being within the community. With a steadfast commitment to providing a safe and nurturing environment and empowering children and families, Arden Shore offers a range of essential services, from behavioral health support to intact family preservation and foster care.

Like many nonprofits, Arden Shore faced challenges in managing its operations efficiently. Amanda Levinson, Arden Shore's Development Director, recalls the struggles before implementing DonorView in early 2023. "We were using multiple programs, both server-based and cloud-based, and none that communicated with one another."

Along came DonorView. With its all-in-one solution, they gained the tools they needed to streamline operations and maximize their impact. The Peer-to-Peer Fundraising feature proved especially transformative. Levinson explains, "This year, we had our best-ever Giving Tuesday using DonorView's Peer-to-Peer feature, and it's been the most successful fundraising year overall in the organization's history. We had to double our annual goal after achieving it three months into the year! Of course, the system isn't the sole reason we were successful, but it gave us the tools we needed to be able to support that kind of fundraising."

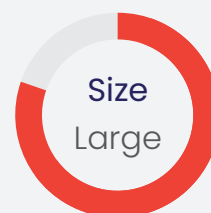
DonorView's versatility empowered Arden Shore to engage their entire community in fundraising efforts. "Board members could create pages and raise funds on our behalf," Levinson notes, highlighting the platform's user-friendly interface. Moreover, DonorView enabled Arden Shore to personalize donor interactions like never before. "We sent personalized letters based on donors' previous gifts, resulting in a very successful mail campaign," Levinson shares. "It's the first time

AT A GLANCE

Organization



Joined DonorView
2023



Areas of Impact

Human Services,
Children, Mental Health
& Foster Care





we've had the data easily available to segment donors and use it in that way."

For Levinson, DonorView has been a game-changer. With its intuitive interface and robust features, DonorView empowers her to efficiently manage pledges and track progress toward fundraising goals, even before funds are received. This functionality is proving invaluable during Arden Shore's ongoing campaign for their 125th anniversary, allowing Levinson to effectively monitor campaign progress and engage donors every step of the way.

But DonorView is more than just a fundraising tool for Arden Shore—it's a catalyst for change. By providing a centralized platform for donor management and communication, DonorView enables Arden Shore to cultivate meaningful relationships with supporters and deliver personalized experiences. From tracking donor interactions to sending targeted communications, DonorView equips Arden Shore with the tools they need to nurture donor relationships and drive sustainable growth.

Furthermore, DonorView's reporting features have empowered Arden Shore to gain valuable insights into their fundraising efforts and donor engagement strategies. By analyzing data on donation trends, campaign effectiveness, and donor behavior, Arden Shore can make informed decisions to optimize its fundraising initiatives and tailor outreach efforts to better meet the needs of its community. Armed with these insights, Arden Shore is better equipped to adapt and evolve, ensuring that they can continue to make a meaningful difference in the lives of those they serve for years to come.

As Arden Shore continues to rebuild lives and strengthen its community, DonorView remains a trusted partner in its journey. With its comprehensive suite of features, DonorView empowers nonprofits like Arden Shore to amplify their impact, raise more funds, and create lasting change.

***It's time** to see what DonorView's all-in-one software can do for your organization's productivity and cost. Schedule a demo today by visiting donorview.com/demo or by scanning the QR code with your mobile device.*

sales@donorview.com

844.584.3860

CASE STUDY

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– Amanda Levinson

Arden Shore Child
& Family Services



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