

Donor Management & Fundraising Success

Case Study: Good News Jail & Prison Ministry

CUSTOMER

Good News Jail & Prison Ministry

INDUSTRY

Fundraising & Volunteer

FOUNDED

1961

KEY CRM NEED

Needed to keep track of donors in order to plan successful fundraising strategies

RESULTS PRODUCT

CRM Business Suite

ABOUT GOOD NEWS

Good News Jail & Prison Ministry, founded in 1961, organizes visitation programs for inmates of institutions in the Commonwealth of Virginia. This foundation witnesses to inmates and their families, aids in a physical and spiritual rehabilitation of men and women upon their release from an institution, and provides an educational program within the institutions to encourage formal education.

BUSINESS CHALLENGES

Organizing Fundraising. Volunteers help Good News fundraise by working with churches and donors. Several activities and steps go into preparing a fundraiser. Volunteers were looking for a way to automate and organize efforts.

Identify Target Markets. When promoting an event, volunteers needed a way to quickly identify a target market so they could concentrate their marketing efforts.

Donor & List Management. Needed a simple and quick way to mass-update selected contact records of donors and volunteers to group them in special rosters for target mailings and follow-up activities.

FAVORITE RESULTS FEATURE

Good News uses the Mass Updated module to streamline their fundraising efforts. After target markets are identified, Good News can easily create special rosters, to-do lists and calendar events to follow up with their fundraising campaigns. The Mass Updates module allows selected Contacts to be instantly added or removed from special lists. In addition it allows activities to be instantly created in mass, to ensure proper follow-up.

WHY RESULTS?

Donor Management. With several concurrent fundraising campaigns and various staff and volunteers responsible for fundraising and donor relations, Results provides a way for these groups to keep their info in one easy-to-use application that incorporates contact management, donor management, billing and payment tracking, workgroup calendar, document management, reporting and more.

Groups & Categories. With the ability to categorize contacts, volunteers can quickly identify target markets and major donors. Each donor's contact history is at their fingertips.

The screenshot shows a window titled "Mass Update" with a table of "Selected Contacts" and a form for "Update Selected Contacts".

ID	Display Name
1002	McKus, Jennae (The Hardware)
1009	McKus, Jerry (Phonetics Te)
1010	Harrison, Peter and Mary (The Ir)
1019	Cunningham, Mike (Virginia)
1019	Jackson, Greg (Estes Home)
1027	Green, Rachel (National Arborist)
1025	Jones, Sherry (Fitness Service)
1036	Brown, Deb (Dubois Regional)

The "Update Selected Contacts" form includes the following fields:

- Update Contact Fields:** A dropdown menu.
- Triggers any Process Associated with Selecting this Contact Type
- Tax Rate:** A dropdown menu.
- Assigned To:** A dropdown menu.
- Sales Rep.:** A dropdown menu.
- Source:** A dropdown menu.
- Territory:** A dropdown menu.
- Address 1:** A text field.
- Address 2:** A text field.
- City:** A text field.
- State:** A dropdown menu.
- Zip Code:** A text field.
- Country:** A text field.
- Update All Selected Contacts:** A button.
- Help** and **Exit** buttons.

"Results allows me to have a better sense of who's giving to the Ministry, so that I can better plan successful fundraising strategies."

Phil Traina, Volunteer
Good News Ministry