



Case Study: YCMA of Greater Toronto

Database Integration Facilitates Targeted Fundraising and Event Campaigns

Background

The YMCA of Greater Toronto capitalized on the integration benefits of The Active Network's and Blackbaud's technologies and developed three targeted e-mail campaigns to encourage donations and participation in events. Segmenting the database and sending targeted e-mails are the first steps of the YMCA organization's overall communication strategy. To make the best use of data that was already existing in both databases, the YMCA took advantage of the filtering capabilities to segment who should receive a particular email campaign and sent the campaigns to the most relevant audience.

Active and Blackbaud Partnership

The Active Network and Blackbaud partnership provides YMCAs with a powerful tool to segment and target key audiences and, subsequently, design and deliver specific campaigns and messages to those target audiences to enhance fundraising and other efforts. Blackbaud's Raiser's Edge product is the leading fundraising software solution in the nonprofit market and The Active Network's Class software is the leading operations management software for nonprofit and community service organizations. The integrated software solutions provide organizations with a single view of donors and members by combining two databases in a true best-of-breed approach to enhance fundraising efforts and effectively manage all contacts, memberships, programs and facilities. By using powerful database filters and creating targeted campaigns, organizations can reach out only to those most likely to donate to a particular cause or participate in an event, improving overall results.

Campaign 1: Markham YMCA – Build Strong Kids Campaign

YMCA of Greater Toronto connected with current members of the new Markham YMCA Health, Fitness and Recreation Centre to solicit donations to financially assist children, youth and families in need who could not otherwise participate in YMCA programs. Through The Active Network's and Blackbaud's integrated solutions, the YMCA was able to filter out only e-mail addresses of current members who were not already donors and who lived in a certain postal code, as research indicated these were the areas most likely to donate.

Customer at a Glance

Customer: YMCA of Greater Toronto

One of the largest charities in North America, the YMCA of Greater Toronto helps more than 400,000 people a year through community programs and initiatives.

URL: www.ymcautoronto.org

The Power of Integration:

- ▶ A single view of donors and members to recognize potential donors
- ▶ Ability to pull highly targeted contact lists and cross-reference members based on specifications, including postal code, member status, donor status and program involvement
- ▶ Synchronization of databases to eliminate duplicate information

Lessons Learned:

- ▶ Segment the member database to target those who are most able and likely to donate
- ▶ Educate members on the programs first; then solicit donations
- ▶ Evaluate what's effective, what's not, and why, and do this after every point of contact
- ▶ Constantly communicate with members through all types of mediums
- ▶ Educate staff on organization's goals to encourage participation and support of campaigns

Campaign 2: YMCA Camp Pine Crest – Build Strong Kids Campaign

YMCA Camp Pine Crest is an overnight camp that takes place during the months of July and August for youth ages seven to 14. YMCA of Greater Toronto created a query in The Active Network's software to find contact information for adults whose children had attended Camp Pine Crest in the past and cross-referenced the contacts in the Raiser's Edge to eliminate existing donors. With that, the YMCA was able to send out e-mails to parents who were already familiar with the camp, but not yet donors, requesting a donation to help send a child to the camp.

Campaign 3: Corporate Team Challenge

The YMCA Corporate Team Challenge relay is Canada's only corporate team 5k fun run/walk. Pledges raised through the relay event support the YMCA Strong Kids campaign. YMCA of Greater Toronto distributed e-mails to all active adult members throughout each of its seven regions to encourage participation in the relay, as well as donations to support local youth

In all campaigns, recipients who had opted out of email communication were excluded from the distribution lists.

Next Campaign Steps:

Prior to the integration of The Active Network and Blackbaud, YMCA of Greater Toronto admits that the centres just did not take advantage of e-mail communication because the technology wasn't there to make the campaigns effective. Now, with the help of The Active Network's and Blackbaud's integrated technologies, YMCA of Greater Toronto recognizes that these three e-mails are just the beginning of an ongoing, strategic communication plan.