

Good Shepherd utilizes Textmunication for fundraising and constituent engagement

Good Shepherd Manor integrates Textmunication and Blackbaud to mobilize their fundraising and engagement efforts towards their community of families, parents, guardians, and volunteers.



THEIR STORY

On September 11, 2020 we had the opportunity to speak with Erin Richey, the development director at Good Shepherd Manor. Good Shepherd Manor is a residential facility for adults that have developmental or intellectual disabilities. They have been offering academic and vocational day programs for those adults since 1971. Their mission is to take care of the men and COVID introduced an unprecedented challenge because the shut down and they had restrictions put on their community activities and visitation schedules. Since March, Good Shepherd Manor has been in lock down and were recently allowed to relaunch their day programs in September. Erin told us a great story on how the synergy between two technologies; Blackbaud's CRM and Textmunication SMS API, led to campaign performance that was beyond what she was getting with email and social media.

FUNDRAISING, FROM IN-PERON TO VIRTUAL

The great thing about technology is that it offers a solution and with the right product, a system to improve it. That could be supported by Good Shepherd Manor's story on how they switched from an in-person fundraising format to a virtual one. As Erin puts it, "As far as our fundraising goes, we had to take one of our major events which is our Brunch Auction. First we postponed it then we went virtual. We utilized Textmunication to reach out to our constituents and our donors to let them know what we were doing, how we were doing it to keep them engaged in our fundraising efforts. It helped us tremendously and we exceeded our fundraising goal."

CHANGING THE COMMUNICATION CULTURE

We were curious about the marketing strategy before Good Shepherd Manor decided to implement SMS marketing. Erin told us that before she joined Good Shepherd Manor there were tech stack necessities that needed to be adopted and addressed. She told us, "Before my time here there weren't really emails that were going out. There has been a huge change in how we communicate overall. Especially because there were no virtual events before this. So there were no online registrations. A lot of things are new to the people who have supported the Manor in the past." It was incredible to see how SMS marketing not only changed their communication optics within their community, but also empowered all of their other efforts. That's actually the secret to SMS communication, how it can tie it all together and give your traffic and exposure for other marketing campaigns. "We also utilized it to let our parents and guardians know when there is an update that has come to them via email or letter. We want to make sure they see."

KEY RESULTS



Good Shepherd Manor uses Textmunication to exceed Fundraising goal.

CRM USED



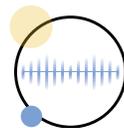
Good Shepherd Manor uses Blackbaud's social good CRM called Raiser's Edge NXT.

FEATURES USED ON PLATFORM



Automated SMS Suite

Live SMS Campaign Scheduler



"Not only has it been a tool to help us raise funds in ways we have not before, but it has also served as a communication tool to get important information to people that need to have it."

ERIN RICHEY

MARKETING AND SALES DIRECTOR

