

CUSTOMER SPOTLIGHT

Options for Women of California

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—Larkin McGowan,
Donor and Marketing Director

Options for Women of California is a nonprofit organization that serves women, as well as their families, who are seeking help in decisions about their pregnancies and related concerns. Its mission is to provide service to women by empowering them to make physical, emotional, and spiritual choices that affirm life and health.

Options for Women of California Takes Full Advantage of the Power of Blackbaud Solutions

Previously, Options for Women of California was using a CRM solution that did not support the rapid growth that it was achieving. Larkin McGowan, the organization's director of operations and marketing, led the charge on finding a solution that would best fit the team's needs. After extensive research, Larkin and her staff narrowed the decision down to two software solutions, eTapestry, Blackbaud's leading cloud solution built specifically for growing nonprofits, and Salesforce®. The organization found that Salesforce required too much manual customization and eTapestry had the infrastructure that it needed already in place. In addition, Options for Women chose everydayhero Pro to support its peer-to-peer fundraising efforts. From a managerial standpoint, Larkin appreciates the fact that both eTapestry and everydayhero Pro integrate flawlessly. "This saves both my marketing and finance staff a tremendous amount of time. It eliminates manual data entry and keeps our data accurate," Larkin shared.

Options for Women of California is powered by:

- ▶ eTapestry®
- ▶ everydayhero® Pro
- ▶ Blackbaud Merchant Services™
- ▶ Blackbaud Mobile Pay™

Discover what eTapestry can do
for your organization ▶

Prior to using eTapestry, the organization was not able to leverage and use analytics, segmentation, or even email campaigns. To execute those strategies, staff had to use multiple platforms that were costly to the organization and were labor intensive. Now, they have one platform to manage donations and digital campaigns. “eTapestry has been a fantastic solution for consolidating our data rather than using multiple software platforms to complete needed projects,” Larkin shared. WealthPoint Ratings within eTapestry are allowing the organization to get to know its donor base and determine its donors’ capacity to give. This helps to segment and target the right donors when making specific donation asks. The donors that receive a three-star rating are invited to go on a tour of the organization’s brick-and-mortar medical clinic and mobile clinic. Additionally, the donors that receive a four- or five-star rating will get a much more personalized experience. Team members are also using the WealthPoint Ratings on top of other analytics to help grow their monthly recurring donor base. They are now segmenting in a way that helps them determine if someone is a good candidate to become a monthly donor based on certain criteria.

Options for Women of California also holds many volunteer, fundraising and community awareness events each year. The DIY forms within eTapestry have proven to be a powerful tool for Options for Women in capturing data, demographics and contact information. The DIY eTapestry forms also allow team members to easily set up registration and “donate now” forms. They have recently started to hold volunteer orientations once a month, which allows people that are interested in volunteering to attend a meet-and-greet event. Rather than having these potential volunteers fill out a paper application, the staff at Options for Women created an online form where they can capture the potential volunteer’s information and import it straight into eTapestry. The staff has also created defined fields within eTapestry specifically for volunteers. This allows for a moves management strategy that shows whether the individual is considered a past, present, or interested volunteer. This gives the staff updated information to help them cultivate volunteers.

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The organization has also seen a lot of success reengaging lapsed donors. Using eTapestry, team members looked at the donors who hadn't given a gift in three years or more and then targeted those donors with a direct mail campaign. As a result, Options for Women reengaged with 10% of its lapsed donors (those that had been dormant for three years or more). In addition, the organization reengaged with about 20 households that hadn't given a gift in eight to ten years. "We have seen a 20% revenue growth purely because we have used eTapestry to segment and create targeted campaigns," Larkin stated.

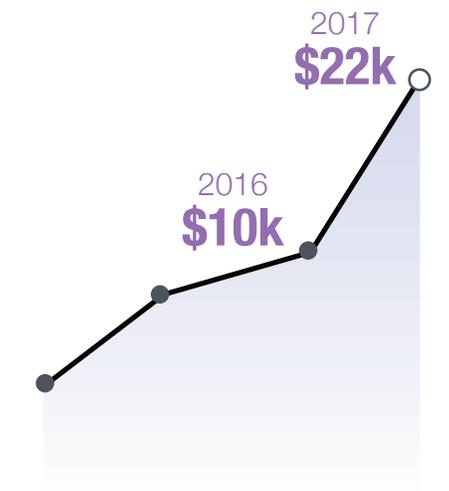
Along with eTapestry, the staff at Options for Women is using everydayhero to support a large annual Walk event. For this year's Walk, the organization notified constituents about the Walk, drove them to an embedded registration form on the website, then captured their information in eTapestry. Once the form was filled out, the constituent received a customized confirmation email driving them directly to set up their personal everydayhero fundraising page.

Options for Women just launched its everydayhero campaign for the annual Walk, but has already seen more money raised than ever before. Using everydayhero, the individuals that raised money for the Walk, saw a 75% increase in donations collected compared to 2016.

Options for Women of California is taking full advantage of its Blackbaud solutions and the team is excited about the future with eTapestry and everydayhero.

"everydayhero's easy-to-use platform makes it possible for individuals to reach out to their networks and raise money on our behalf. With it, our supporters were able to collect 75% more donations than they did in 2016."

—Larkin McGowan,
Donor and Marketing Director



Since moving to everydayhero Pro online donations jumped from \$10,000 in 2016 to \$22,000 in 2017

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.