

CUSTOMER SPOTLIGHT

World Food Program USA



“With [Blackbaud] Luminate Online and Blackbaud Merchant Services, we can focus more time and money on donor acquisition rather than donor retention.”

—Ebenezer Dadzie, Director, Information Systems

Over 91 million people in 83 countries receive meals through the United Nations World Food Programme (WFP) each year, and World Food Program USA (WFP USA) unites Americans to help provide financial resources and develop public policy to support that lifesaving work. Instead of only activating donations and advocacy in times of emergency, WFP USA leveraged technology to build a recurring giving program that would work to alleviate hunger around the world—every day of the year.

Creating an Engine to Sustain Its Mission

WFP USA needed to transform one-time donors who responded only during crises into monthly supporters who could sustain its mission. However, the nonprofit lacked the technology needed to manage a comprehensive recurring giving program. “Our previous fundraising software wasn’t integrated with our donor management system and the functionality wasn’t robust,” explains WFP USA director of information systems, Ebenezer Dadzie.

Selecting the Right Tools for the Job

To help grow its sustainer base and achieve its annual multimillion dollar fundraising goal, WFP USA selected Blackbaud Luminate Online and Blackbaud Luminate CRM. The nonprofit also moved from Payflow Pro® to Blackbaud’s integrated payment processing solution, Blackbaud Merchant

World Food Program USA is powered by:

Blackbaud Luminate Online®

Blackbaud Luminate CRM™

Blackbaud Merchant Services™

Credit Card Updater

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Services. As part of the switch, Blackbaud managed the secure migration of payment data for the organization’s sustaining donors. “What could have been a nerve-racking process was not at all,” says Ebenezer. “In fact, it was great and we were very happy to retain those monthly donors.”

Building a World of ZeroHunger Heroes

Since making the switch to Blackbaud, WFP USA has introduced ZeroHunger Heroes. This branded sustained giving program was created in collaboration with WFP. Using Blackbaud Luminate Online’s built-in tools for recurring giving, the organization is aggressively soliciting new monthly donors through targeted email campaigns, website lightboxes, and personalized upsell requests.

It’s also using Blackbaud Merchant Services’ Credit Card Updater to automatically update data for expired or reissued credit cards. With nearly 4,700 recurring donors who generate over \$2.1 million annually, Credit Card Updater helps WFP USA minimize disruptions in monthly giving. In just one year alone, the nonprofit has recaptured \$177,500 at a total cost of approximately \$460.

“The Credit Card Updater service has freed me from worrying about sustainer attrition related to payment processing failures,” adds Ebenezer. “Rarely do I enjoy signing invoices, but this is the one \$30 invoice that I absolutely love signing off on!”

Going forward, WFP USA plans to continue using Blackbaud technology to grow its sustained giving program to more than 36% of total giving and \$6 million in yearly revenue.

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Photo Credit: Brian Sokol, World Food Programme (WFP)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.