

A photograph of a woman in a wheelchair holding up a young child in a grassy field. The woman is seen from behind, wearing a light blue shirt, and the child is laughing joyfully. The background is a soft-focus landscape with trees and a bright sky. A large, stylized logo is overlaid on the center of the image.

MDA[®]

&

DonorDrive[®]

How MDA Increased Online Revenues with DonorDrive

ABOUT MDA

The Muscular Dystrophy Association (MDA) transforms the lives of people affected by muscular dystrophy, ALS, and related neuromuscular diseases — empowering the people they serve to live longer, more independent lives.

What MDA Needed

After 70 years of fundraising nationally to support their mission, MDA had plenty of digital fundraising systems in place, but none that were getting the job done. The technology was out of date and instead of helping the organization grow, the tools were holding them back. They needed a single, robust digital fundraising solution that integrates with their supporter database through a custom API to achieve their goals.

How DonorDrive Helped

MDA transitioned all their peer-to-peer programs, individual giving, DIY fundraising, and mobile app needs to DonorDrive. With an innovative technology partner, MDA could quickly launch new programs like a live stream fundraising initiative called MDA Let's Play and a virtual component to their Fill the Boot campaign when in-person fundraising wasn't possible.

The Results

By working with DonorDrive, MDA not only significantly decreased their annual technology costs, but today their team can focus on strategy and finding new growth opportunities rather than maintaining out-of-date and cumbersome systems. These efficiencies have improved supporter stewardship and acquisition, increasing sustainer giving by 65%.



The Challenge

MDA started their journey to digital transformation with a new constituent relationship management system (CRM) and digital fundraising platform at the top of their list. Rather than looking for an all-in-one solution, MDA saw the benefit in choosing best-in-class technology with capabilities to integrate.

As an established national nonprofit with more than 70 years of fundraising, their needs were understandably complex. MDA runs several major peer-to-peer fundraising programs including MDA Muscle Walk, Team Momentum, Fill the Boot, and DIY fundraising campaign MDA Your Way. The organization also uses email, direct response TV ads (DRTV), and paid digital marketing to drive individual giving to their website.

The team relied on technology partners and third-party consultants to execute their vision. Not only were their systems costly to manage but difficult to update and launch new programs. **Their user experience was suffering, and the team was stuck in a cycle of maintaining the status quo instead of implementing new strategies.**

Their goal was to find a new digital fundraising platform with capabilities to handle all their campaigns, and that could be managed by their internal teams with little customization needed while still meeting the needs and expectations of their supporters.



“ The main goal was really to improve the overall user experience for both donors and event participants. We needed a platform that would provide things like social sharing, family registration, mobile app capabilities, and key for me is always going to be the integrated Facebook Fundraisers. But we also needed to host customizable donation forms for our email, web, and marketing initiatives.”

Mary Spiros

Director, Marketing Data, Insights & Analysis

The Solution

With DonorDrive, MDA found a digital fundraising solution that could handle all their programs and create the fundraiser and donor experience they envisioned without the need to hire third-party consultants. With event templates, their internal team could create a full walk series in a few hours — a large improvement over their previous turnaround time of several months.

The team also quickly found ways to innovate with a new live stream fundraising initiative MDA Let's Play. The program reaches a new demographic of supporters: gamers and content creators on Twitch and YouTube. They also were able to launch and expand a virtual component for the popular Fill the Boot campaign when in-person fundraising wasn't possible.

The data from these campaigns flows into MDA's CRM Salesforce Nonprofit Success Pack (NPSP), allowing the team to harness their data to inform strategy and growth. MDA built a custom integration through DonorDrive's open and continuously-maintained APIs. While DonorDrive offers an out-of-the-box integration with NPSP, MDA was able to develop and deploy their own connection to their supporter database, meeting their unique reporting needs.



“We wanted to have best-in-class tools that integrated seamlessly with Salesforce, so that we could get all of our data into Salesforce and have that holistic view of the donor. DonorDrive was very easy to integrate, and actually had options in terms of how we integrate. We were able to basically take the data structure from DonorDrive and map right onto Salesforce Nonprofit Success Pack (NPSP).”

Monica Pappas

VP, Technology Platforms and Innovations



MDA's Three Tips to Increase Digital Fundraising



Impact-Focused Design

Tell a story with images and share how each gift makes an impact on those you serve.



Simplified Asks

Make giving as easy as possible for your donors with limited required fields, flexible payment options, suggested gift amounts, and recurring gift options.



Easy Upgrades

Share how your donors' gifts can go even further with options to cover the processing fee, matching gift automation, and monthly giving.

The Results

MDA immediately saw a reduction in annual technology costs and an improvement in streamlined processes. Moving to DonorDrive allowed MDA to **reduce the number of payment gateways from 83 to 1**, and thanks to DonorDrive's robust reporting, donations are easily attributable to individual programs. DonorDrive also offers clients the ability to shop around for payment processors. MDA found a new payment processing partner with a lower credit card processing rate. They also reduced operating expenses, maintaining complex processes and working with consultants to customize their technology.

These cost savings and efficiencies are combined with MDA's ability to set up new events and campaigns within the DonorDrive platform much faster than previously. They can try new things like MDA Let's Play, a live stream fundraising and gaming initiative, and make changes to existing campaigns based on real time insights into what's performing. MDA has already seen the rewards, **increasing sustainer giving by 65%**. All of this is powered by a meaningful partnership with DonorDrive, helping them find success and take their fundraising to the next level.

83 TO 1
PAYMENT
GATEWAY

65%
INCREASE IN
SUSTAINER
GIVING



“One of the biggest wins has been our partnership with DonorDrive. We can't say enough. **The entire team has been so invested in our success, coming to us with those new ideas, helping us to solve problems, and helping us to think of how we can take things to the next level.** That is just something that is pretty rare. It's very valuable and that's a huge win for us.”

Monica Pappas

VP, Technology Platforms and Innovations

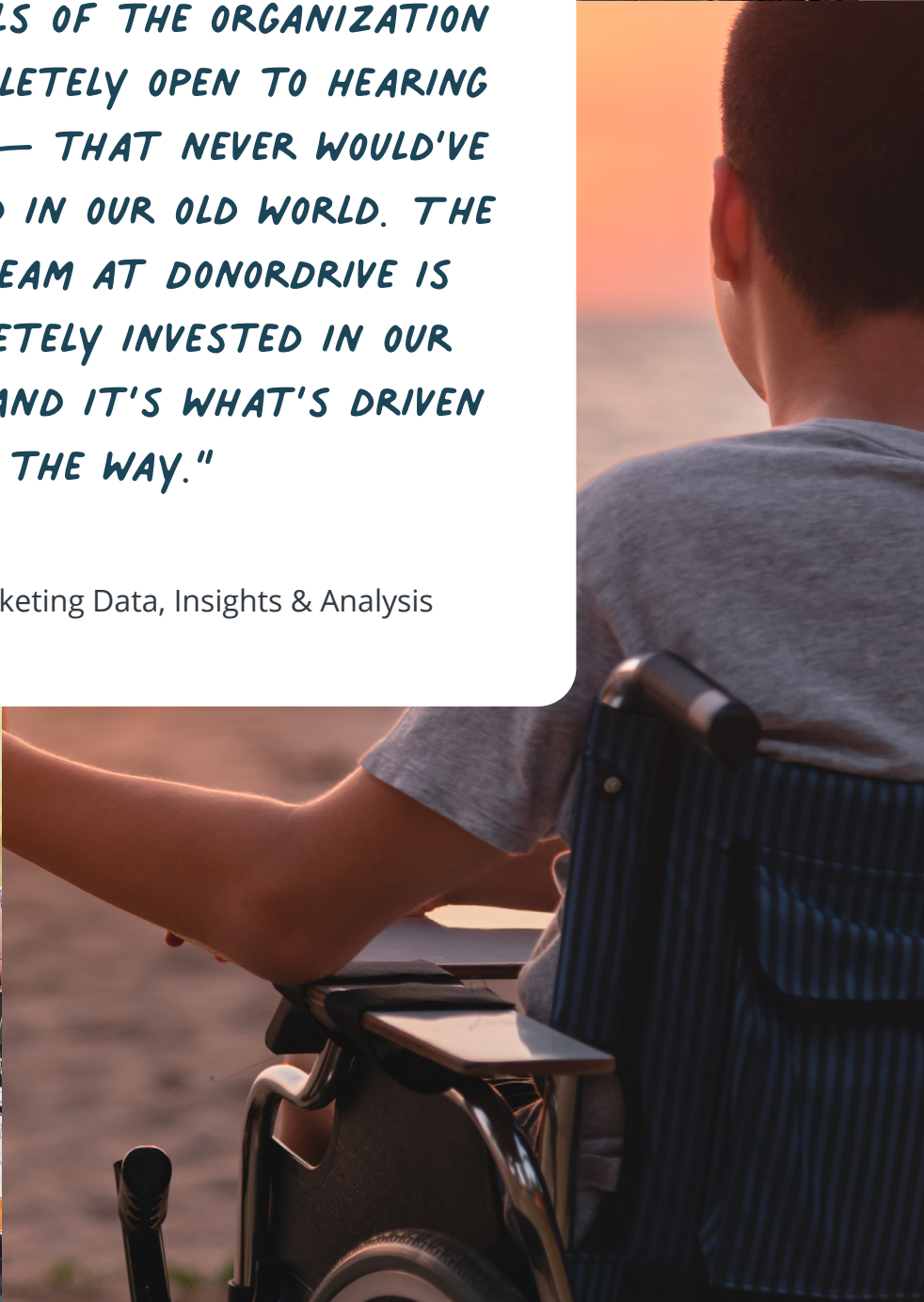




"ALL LEVELS OF THE ORGANIZATION ARE COMPLETELY OPEN TO HEARING FROM US — THAT NEVER WOULD'VE HAPPENED IN OUR OLD WORLD. THE ENTIRE TEAM AT DONORDRIVE IS SO COMPLETELY INVESTED IN OUR SUCCESS AND IT'S WHAT'S DRIVEN US ALONG THE WAY."

Mary Spiros

Director, Marketing Data, Insights & Analysis



Crush your supporter acquisition goals, boost
stewardship and engagement, and level up
your mission impact with the DonorDrive
enterprise fundraising platform.

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