THE CENTER

THE LESBIAN, GAY, BISEXUAL & TRANSGENDER COMMUNITY CENTER

&

DonorDrive®

"DonorDrive has **exceeded our expectations** and been there every step of the way. They understand how peer-to-peer fundraising actually works. They have never told us no, and actually work with us to find a solution. You just don't see this type of customer service and product personalization anymore."

David Hovey
Director of Fundraising Initiatives
The Center

After four decades of serving the LGBTQ communities of NYC, The Center was highly established, but they were also operating with old systems that were holding their fundraising growth back, especially for their signature three-day, 275-mile bike event — Cycle for the Cause.

The Center reports that prior fundraising technologies lacked sophisticated tools and failed to meet both their needs as a growth-driven nonprofit and their supporter expectations. They needed a fundraising platform with innovative features that would help their supporters raise more.

The Center brought their largest peer-to-peer fundraising bike ride — Cycle for a Cause — back better than ever in 2022.

$1,643,592 total raised

$150 average donation

$100,000+ over goal

34 average gifts per fundraiser

$5,200 average raised per fundraiser

$0.39 cost raised per dollar

300+ riders, crew, & staff

DonorDrive®

BEFORE DONORDRIVE

Distrust in Data

After repeated issues and a limited CRM integration, The Center struggled to trust the data from their previous platform, which left their large peer-to-peer bike event — and by extension their supporters — disconnected from other fundraising efforts.

Needs Not Taken Seriously

Nothing is worse than asking a question and not getting a timely answer or even no response at all. With their previous fundraising platform, The Center didn't see their issues addressed, and had unresolved requests and promises that never came through.

Supporter Complaints

Lack of functionality created ongoing issues for The Center team and their fundraisers. Staff time was spent addressing supporter questions, training fundraisers on how to use their previous platform, and pulling reports for team captains.

WITH DONORDRIVE

Real-Time Analytics

With robust reporting from DonorDrive and a customizable integration to Salesforce Nonprofit Success Pack, The Center trusts and has visibility into their data like never before. Not only can the team make strategic event decisions, they also gain invaluable insight into their fundraisers, paving the way for better relationships and increased revenue.

True Partnership

From customer success to support to the developers working on their Salesforce integration, The Center has built an incredible partnership with DonorDrive. They ask questions and get answers; give feedback and see changes.

"It Just Works!"

With an easy-to-use fundraiser portal, The Center's team could focus on making strategic decisions to drive fundraising. No more frustrated calls from supporters as they harnessed new tools to communicate with donors, customized their fundraising pages, and used innovative features to reach and exceed their fundraising goals.

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