



THE CENTER

THE LESBIAN, GAY, BISEXUAL &
TRANSGENDER COMMUNITY CENTER

&

DonorDrive®

How The Center raised \$1 million with DonorDrive



About The Center

The Lesbian, Gay, Bisexual & Transgender Community Center fosters a welcoming environment where everyone is celebrated for who they are and empowers their community to lead healthy, successful lives. Founded in 1983, The Center offers the LGBTQ communities of NYC advocacy; health and wellness programs; arts, entertainment, and cultural events; and recovery, parenthood, and family support services.



What The Center needed

A configurable, robust fundraising platform to assist in their fundraising efforts and support the unique needs of their donors and community.



How DonorDrive helped

Through working with DonorDrive, The Center was able to improve the donor experience by hosting an engaging, personalized, and incredibly successful virtual fundraiser.



The Results

In The Center's first event with DonorDrive, a virtual version of its annual bike ride fundraiser (known as **Cycle for the Cause** or the Northeast AIDS Ride), The Center raised nearly \$1 million in 2020. Due to the incredible success of the virtual event, called the 275 Challenge, The Center will now host the event every year, as a component of the original in-person bike ride.

The Challenge

After four decades of serving the LGBTQ communities of NYC, The Center was highly established, but they were also operating with antiquated systems that were holding their fundraising growth back. The Center's prior fundraising technologies lacked sophisticated tools and was failing to meet both their needs and supporter expectations. They needed a fundraising platform that could address current problems and offer new tools and solutions to provide a better overall experience. The Center faced challenges including:

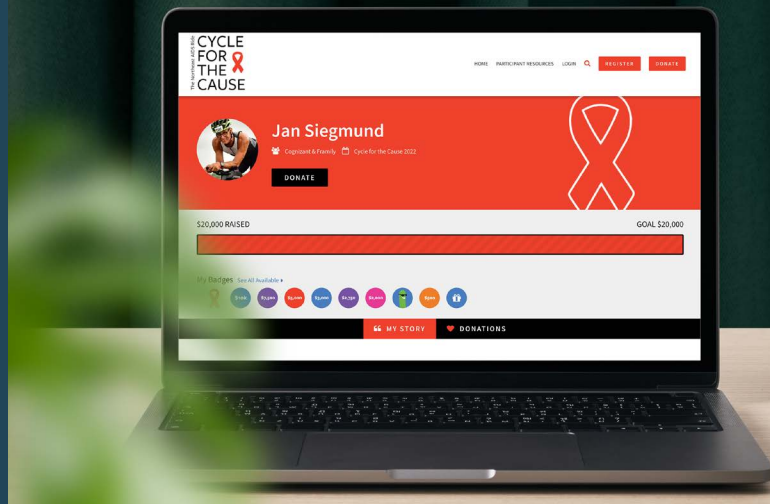
- ▶ **Lack of adequate customer service from previous fundraising platform**
- ▶ **Rudimentary system that was not enticing to supporters nor reflective of The Center's brand**
- ▶ **Inability to track 20+ years of supporter data**



The Solution

The Center began working with DonorDrive in 2018 to configure their fundraising website and held their first event with the new platform in 2020. Prior to partnering with DonorDrive, The Center's main fundraising event was a yearly 275-mile bike ride from Boston to New York, known as Cycle for the Cause or the Northeast AIDS Ride, that took place for the first time in 1995.

This event grew to include around 500 participants and raised money for HIV education, support, and prevention programs. The pandemic lockdown restrictions in 2020 pushed The Center to get creative with their fundraising. They knew they needed a high-caliber system that could support accessible, engaging virtual events.



“We were extremely pleased with DonorDrive’s dedication to our event and personalized attention throughout the entire process. Even before the pandemic forced us to shift our event online, we were frustrated with the limitations imposed by our former technology partner when it came to customizations and user experience. We knew we needed a much more advanced system, and DonorDrive provides exactly that.

DonorDrive also has been rolling out features left and right to help our participants stay engaged in this virtual environment. They are incredibly involved and dedicated to each of their clients and are always creating new features to fulfill whatever requests we may have.”

- David Hovey

The Center’s Director of Fundraising Initiatives

In addition to day-to-day fundraising, DonorDrive was instrumental in the success of The Center’s virtual fundraiser in 2020, the 275 Challenge. DonorDrive features like activity tracking, incentives, and milestones were crucial to the event’s success. Each supporter’s experience was personalized based on their preferences and allowed them to easily track their chosen activity in an engaging way.

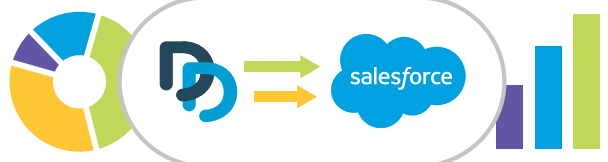


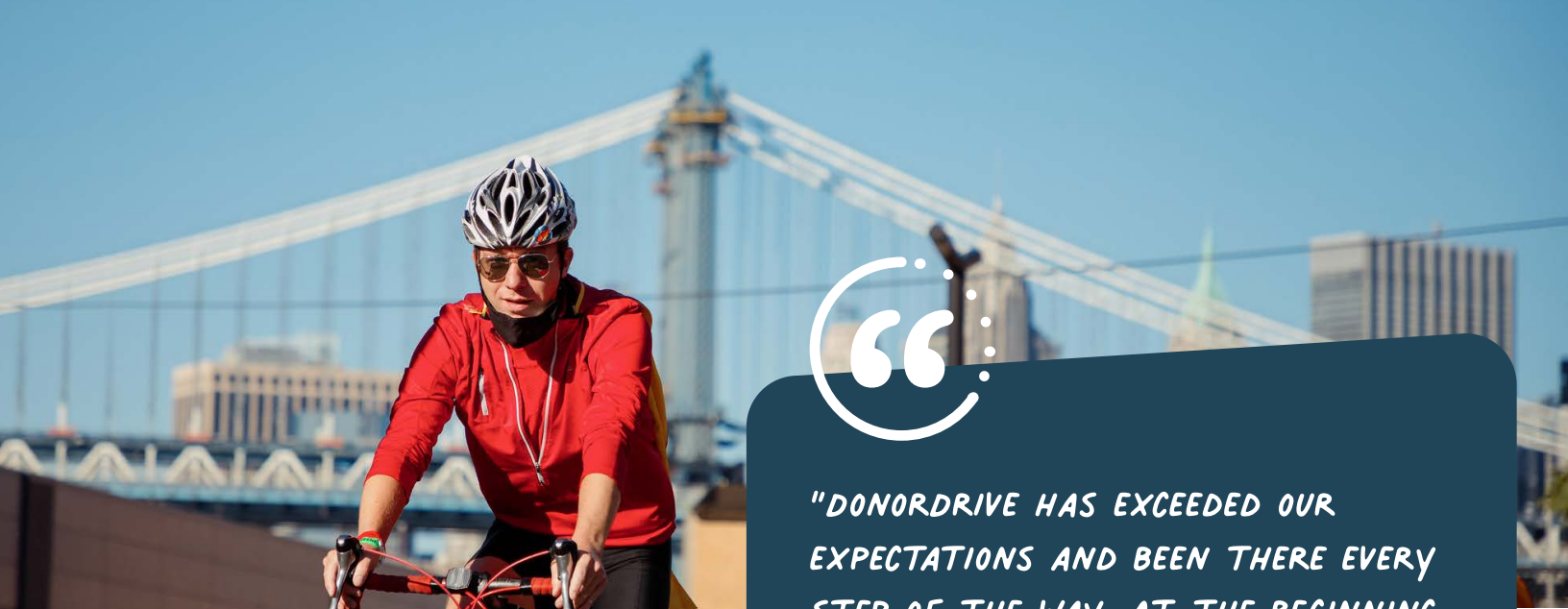


DonorDrive's Salesforce Nonprofit Success Pack (NPSP) App

With DonorDrive's integration into Salesforce, The Center now has one system of record for their fundraising data. This allows them to pave the way for bigger fundraising revenues and deeper relationships.

- ▶ Sync constituents, donations, events, teams, participants, campaigns, and ticket holders
- ▶ Easily add custom questions and customize field mappings between DonorDrive and Salesforce
- ▶ Match on existing records, harnessing built-in Salesforce matching and duplicate management functionality





The Results

With the help of DonorDrive, The Center pivoted their annual in-person fundraiser by creating an online event called the 275 Challenge — a one-day virtual event consisting of 275 minutes of activity. The new event came together in just 8 weeks and was executed to great success, despite the early-pandemic uncertainty about best practices for online events. The 275 Challenge raised \$1 million through the DonorDrive platform, exceeding what they thought was possible in the midst of the pandemic.



"DONORDRIVE HAS EXCEEDED OUR EXPECTATIONS AND BEEN THERE EVERY STEP OF THE WAY. AT THE BEGINNING OF OUR PARTNERSHIP, THEY PERSONALLY TRAINED OUR TEAM MEMBERS AND CREATED CUSTOM PAGES FOR OUR ORGANIZATION. YOU JUST DON'T SEE THIS TYPE OF CUSTOMER SERVICE AND PRODUCT PERSONALIZATION ANYMORE."

David Hovey

The Center's Director of Fundraising Initiatives

DonorDrive offers configurable tools and tailored experiences to help organizations create truly unique virtual events to engage supporters and avoid digital burnout. The 275 Challenge, originally meant to be a stopgap measure due to pandemic restrictions, was so successful that The Center plans to host this virtual event every year alongside the in-person bike ride.


With DonorDrive's partnership, technical support, and flexible and easy-to-use platform, The Center is able to devote more time to their community and advocacy work. In the past year alone, they have lobbied successfully for a dozen bills in the NYC legislature and spent countless hours advocating at the state level in support of LGBTQ rights.



"WE FEEL INCREDIBLY LUCKY TO HAVE DONORDRIVE WITH US ON THIS JOURNEY AND ARE EXCITED FOR THE UPCOMING EVENTS WE'RE PREPARING FOR WITH THEM."

David Hovey

The Center's Director of Fundraising Initiatives



DonorDrive turns your supporters into powerful fundraisers with innovative digital fundraising solutions. Create a community of engaged supporters with tailored donation campaigns, peer-to-peer fundraising events, native mobile app, activity tracking, and live streaming.

≡ www.donordrive.com ≡