

roundCorner Helps League of Women Voters Measure Campaign Success

“roundCorner differentiates themselves with their wealth of knowledge around data and their superb customer service. I cannot emphasize enough the importance of their fundraising and data management expertise. I really think it makes the transition go a lot smoother when both sides are talking apples.”

Rose Simmons, Director of Direct Marketing at League of Women Voters

The Challenge

Prior to implementing NGO Connect, it was challenging for the League of Women Voters to analyze and import campaign donations information. Efficiently importing this information without minimum errors was a time-consuming and error sensitive task. As a result, measuring the success of fundraising campaigns was nearly impossible. This majorly impacted the overall performance of the organization because the inability to effectively measure the success of campaigns made it challenging to determine what worked, what didn't work, and what the League's next steps should be to accelerate fundraising.

As a result, the League recognized the need to work with a solution provider that had a comprehensive CRM and fundraising solution. The team needed to have extensive knowledge about fundraising programs, as well as expertise in the data field to improve efficiency with the backend of direct marketing. To the League, customer service was an important factor - from previous vendor relationships, they found that communication with the client is often overlooked or devalued by vendors.

The Solution

roundCorner took the time to acquire as much information as possible about the League and all of their fundraising programs. Rose Simmons, Director of Direct Marketing at the League of Women Voters says, "roundCorner really took the time to understand how we operate before setting up new business processes and rules for the League. We had several kick-off meetings to go over our fundraising campaigns and all of the data pulls. It was a very thorough process."

To enable the League to accurately measure campaign success, roundCorner worked diligently with the League's vendor to create and implement transaction files that allowed the League to match constituent records with fundraising campaigns. This was a major win and positively impacted how the organization manages and executes direct marketing. "roundCorner's in-depth knowledge and understanding of fundraising campaigns and data within the nonprofit sector is very refreshing. During the entire process, the onus was not only on the League to think of everything - it was great team work between the League and roundCorner."



Customer Profile

The League of Women Voters is a citizens' organization that has fought since 1920 to strengthen our democracy and engage all citizens in the decisions that impact their lives. We operate at national, state and local levels through nearly 800 state and local Leagues, in all 50 states as well in DC, the Virgin Islands and Hong Kong.

About roundCorner

roundCorner is dedicated to helping enterprise nonprofit organizations, higher education institutions and foundations become truly constituent centered. We empower our customers with comprehensive fundraising, CRM and grants management solutions built on Salesforce.com, so they can connect with each of their constituents from one single place and better achieve their mission. roundCorner has committed to Pledge 1%, a movement that encourages companies to contribute a portion of their future profits to support philanthropic organizations in their communities.