Immigration Equality Increases Efficiency, Visibility with Elevate

Immigration Equality is a nonprofit organization championing justice and equality on behalf of immigrants who are LGBTQ or living with HIV. For 25 years, the organization has provided legal services, advocated for policy change, and litigated for impact with the goal of providing a safe haven to individuals and families who are facing discrimination based on their sexual orientation, gender identity, or HIV status. With a fundraising team of three, Immigration Equality runs as many as 50 giving campaigns per year and needs its technology to do the heavy lifting to serve more LGBTQ and HIV-positive asylum seekers in search of freedom and security.

In addition to adding and upgrading technology to enable digital transformation, team members had a number of considerable pain points. For instance, they didn’t have adequate visibility into their donors’ journeys or analytics around those journeys. They also saw a need to streamline communication among departments, which became especially apparent during the pandemic with everyone working remotely. Finally, they needed full Salesforce integration, so they could quickly analyze what was happening with every donation.

“Being able to build and manage Giving Pages ourselves, as non-technical fundraisers, gives us more control over our campaigns. And the integration with Salesforce frees us up to focus on other tasks. We need technology working for us behind the scenes, so we can spend more time with donors. Elevate does that.”

Sidney Jackson, Director of Development, Immigration Equality
Solution: As part of its digital transformation, Immigration Equality’s fundraising team selected Stripe as its payment processor. That, along with an existing Salesforce relationship, set the organization up nicely to select Salesforce.org Elevate, which includes Payment Services and Giving Pages. Both products work hand-in-hand with the Nonprofit Success Pack (NPSP), which it already had. Elevate is a suite of fundraising products that offers a new way to convert visitors into committed advocates and provides a management interface to engage donors while streamlining the critical back-end functions of payments, CRM, and accounting.

Immigration Equality implemented Payment Services and Giving Pages, which allow companies to take a digital-first approach to fundraising and constituent engagement. Giving Pages also allow an organization to quickly create simple, robust pages with customizable ask ladders that adjust for users, pages, and gift recurrence. The Giving Pages personalize the ask ladder using a formula and the donor’s giving history. This replicates personalized asks that were limited to direct mail in the past. All of the information gathered through the Giving Pages is stored in NPSP for future donor stewardship.

In addition, the fundraising team uses Salesforce Surveys to better understand its donors. The survey includes questions about how they learned about the organization and how informed they are about the issues, providing the team a sense of how passionate each donor is about the organization’s mission. From there, the fundraising team determines who is most likely to donate and even how much they might donate. Team members use that information to segment donors and send them to a targeted Giving Page with messaging and an ask ladder that resonates with that segment.
Impact: Implementation was “smooth and straightforward,” according to Jennifer Carrel, Deputy Director at Immigration Equality. The organization set up 11 Giving Pages in the first three months, raising roughly $48,000 in that same time period. Thanks to the inclusion of Payment Services, the data integration with NPSP was “seamless.” This full integration has saved the accounting team at least two hours a month in data reconciliation time and offered teams a more efficient means of communication.

Immigration Equality now has full visibility into its donors’ journeys, understanding how they learned about the organization, what drives them to support LGBTQ and HIV-positive immigrant rights–based philanthropy, and how informed they are about the issues and policies. The fundraising team now has much more capability with campaigns as well. It can customize campaigns and quickly access reliable information around a campaign’s ROI. The team can also identify the hierarchy of who was sent communications based on their donation frequency.

All told, Immigration Equality has taken full advantage of Payment Services’ abilities, particularly as they pertain to integration, and the fundraising team is using Giving Pages regularly, continuing to generate more pages and customizing them by segment for optimal performance. With Elevate adding capabilities and improving efficiency on multiple fronts, the team is more able to focus its time on attaining justice and equality for queer, trans, and HIV-positive immigrants and maintaining strong relationships with passionate donors.

“Elevate allows us to easily create custom Giving Pages for different audiences. Then, we can track how they perform and get all the analytics on our different donor segments.”

Paul Lotierzo, Associate Director of Development, Immigration Equality

Highlights

With Elevate, Immigration Equality can now...

- Identify and analyze complete donor journeys
- Reduce time spent on data reconciliation
- Quickly launch customized Giving Pages without involving other teams
- Segment donors based on giving status and perceived passion for the cause
- Spend more time focusing on donors and less on time on administrative tasks
- Customize campaigns and quickly measure ROI

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