

CUSTOMER STORY:

Building Brighter Futures Through eTapestry

Siblings Laura and Jordan O'Reilly started Fighting Chance with the vision to enrich the lives of young adults with disability in Australia. Through their recent partnership with eTapestry™, they've seen a fundraising growth of 25% and been able to streamline processes for their growing organisation.



eTapestry gave us a really good way to consolidate a number of challenges we were having around tracking fundraising, tracking our relationships with people and also just a straight out communications challenge."

—Laura O'Reilly, CEO, Fighting Chance Australia

BUSINESS ISSUE

When Fighting Chance started in 2011, they were a small organisation with a big vision. They kept important donor information and giving reports across multiple Excel spreadsheets. As they grew, it became clear that they needed to streamline their processes and combine their efforts to a centralised database that could be shared throughout their organisation.

REASON FOR PARTNERSHIP

Through their search for a software partner Fighting Chance found eTapestry's focus on not for profits to be exactly what they were looking for in a system. "eTapestry is directed towards campaigning and fundraising which is great", commented Laura. The support and services that came with eTapestry provided the assistance the organisation needed to get up and running.

CAPABILITIES GAINED

Since implementing eTapestry, Fighting Chance no longer has to search through Excel spreadsheets to find information on a supporter. They now focus on creating profiles for the supporters and constituents within their database. Consolidating information on individuals and being able to relate back, historically, to communications they've received and giving history has been a benefit to their team.

Using eTapestry for segmentation and communications has been another major benefit for the organisation. "One of the great things about the system is to be able to target communications to different people and to have different lists of people," says Laura. "Also for me the reports are great, to be able to know what's going on at that high level. Just looking at who's received different information and also what the fundraising success has been of different campaigns."

MISSION IMPACT

Within a year of using eTapestry, Fighting Chance has moved away from a multitude of spreadsheets and now has a consolidated go-to-system within eTapestry. This has resulted in well rounded profiles for all their contacts and supporters.

But the real success was within their targeted campaigns and seeing a 25% increase in their fundraising last financial year.

"We've definitely seen growth and there is still a lot more that we'll be able to get out of the system, but to be able to target people closely helps with success," reflects Laura.