

# CUSTOMER STORY: The Appeal for a Grand Piano: Building a Major Giving Program

New Zealand School of Dance (NZSD) is one of the leading dance training institutions in the Southern Hemisphere. Offering professional training to talented young people, NZSD started a new focus on their major giving fundraising and increased their donations by 60% in just two years.



*"We definitely have a lot more donors now and of higher value than we did when we first started using eTapestry."*

— Celia Jenkins, Marketing Manager

## BUSINESS ISSUE

By early 2012 NZSD had begun to focus on their fundraising, however they found themselves limited by functionality of the library contact database. They were in need of a system capable of simplifying a complex set of supporter data into actionable insights.

## REASON FOR PARTNERSHIP

To build their fundraising program NZSD needed a fundraising database that would allow them the flexibility of segmenting, tracking of appeals and to assist them in establishing donor relationships. eTapestry provided them with these capabilities.

Once eTapestry had been implemented, NZSD were able to start viewing their contacts as donors. They could collect relevant information through additional field options and segment their appeals and communications through identified characteristics

## CAPABILITIES GAINED

NZSD used eTapestry as a prospecting tool, allowing the school to create better relationships with their donors and build a major giving program. The ability to record communications, events and track donations has given NZSD insight on their donors, and they can now create targeted messaging depending on the relationship a donor has with the school.

"It's really great that eTapestry has that kind of flexibility to set up whatever defined fields you want to record and then use that to make queries to pull out specific groups" commented Celia.

## MISSION IMPACT

Over the last two years NZSD's donations have grown 60%. In addition to this growth in 2014, they targeted their major donors in their first capital campaign for a grand piano.

This appeal raised \$26,520, doubling their annual donations for the year. Their major gifts increased from 4 to 35, for a gift average over \$500. The appeal was a great success.

Going beyond the numbers NZSD gained insight on who their donors were and established better relationships with those individuals. This will allow them to grow their fundraising.

"We use [eTapestry] to target and segment, but also to view activity and events. This has helped us with working out whether our supporters are attending the things we are putting on, as well as providing donations to us" says Celia.

"It gives us a good 360 degree picture of what our relationship with that person is."