

DP Giving Meter Case Study

- **\$283,590 raised**
- **818 new donors gained**
- **16X increase over same period previous year**

Organization: Boyertown Area Multi-Service
Campaign: Hope & Help for Covid-19
Goal: \$276,000
Raised: \$283,590



Boyertown Area Multi-Service provides necessary human services to the local population. From offering meals on wheels, assistance with expenses, food pantry, case management and a host of senior programs. At the start of the Covid-19 pandemic, many of the funding sources shrank in part due to government funding programs based on service delivery at a time where in-person service delivery was not possible. Yet needs for the community increased with more job loss that was pushing demands. Lydia and the team at Multi-Service quickly identified the shortfall and decided to build a campaign around closing the gap of the funding shortfall.

Communicating the need to the community with a clear statement of the \$276K shortfall and showing progress toward that goal with the DP Giving Meter allowed donors to see their contributions close the gap. Fundraising and grants raised over \$283K in April and May which reflected 16X increase over the same months the prior year in unrestricted giving.

Together with using social media to point new donors to giving pages that collected their info as opposed to using Facebook donations, Multi-Service was able to gain 818 new donors.

Lydia Messinger is Executive Director at Boyertown Area Multi-Service. *"The DP Giving Meter allowed our donors to follow along with our progress through this campaign. Many donors reached out and expressed checking the meter daily. They were so impressed by our rapid progress towards our goal, especially given the challenging climate! I feel the meter allowed us to interact and connect with our donors at a new level – critical to the success of the campaign."*

Darryl Moser leads DonorPerfect's partner program and also serves on the board at Boyertown Area Multi-Service. *"It is great to see how our inspired and talented team at Multi-Service brings life to the software tools in helping organizations fundraise."*

