



## SUCCESS SNAPSHOT

# Epilepsy Foundation

### PROBLEM

Epilepsy Foundation was using DonorNation built on the Salesforce platform. They endured yearly challenges in cost overruns, missed functionality, complicated separate integrators with overall low staff adoption. In addition to an unresponsive staff for support, there was no collective knowledge of Epilepsy Foundation's overall business model and desired program outcomes.

### SOLUTION

Epilepsy Foundation chose to partner with StratusLIVE to spark their philanthropic goals. StratusLIVE has depth in the competencies for constituent management, fundraising, and marketing which are scalable and built on the Microsoft platform. This partnership empowers Epilepsy Foundation to drive change and increase impact while enabling stronger employee engagement and efficiency.

### RESULT

Epilepsy Foundation had a record performance year for fundraising with overall contributions increasing by 21%. They were able to merge duplicate records and get a 360-degree view of the donors. Including giving history, reasons they give, additional interest and propensity to give through wealth screening data. Contact analytics and mobile apps help Major Gift Officers effectively coordinate and plan donor visits.

**EPILEPSY FOUNDATION INCREASED THEIR AVERAGE DONOR GIFTS BY 32% AND OVERALL FUNDRAISING CONTRIBUTIONS BY 21%.**

### BENEFITS FOR EPILEPSY FOUNDATION

- New donor acquisition and sustainer programs grew exponentially since donors had the ability to setup their own monthly recurring gifts through on-line donation pages.
- The Epilepsy Foundation team has become more productive using the StratusLIVE 365 for daily duties in direct response, major donor cultivation, and fundraising engagement activities.
- Timely notification to Epilepsy Foundation leadership with scheduled auto-emails of weekly giving report.
- Major Gift Officer improved donor journey process through visually guided moves management.

“*The fundraising features and functionality in StratusLIVE 365 are some of the most comprehensive and unmatched in the industry. As a result, the StratusLIVE solution is being adopted by fundraising staff across the entire organization. It is particularly useful that StratusLIVE 365 is scalable and built on a stable Microsoft platform as we rapidly grow the Epilepsy Foundation network.*”

Geoff DeLizzio, Chief Development Officer

