Bread of Life offers services and shelter for Seattle’s homeless population. Through Christ-centered recovery programs, they work to provide long-term solutions that stretch beyond the immediate physical needs of those they serve. Their 12-month program for men, called LifeChange, helps men recover from drug and alcohol addiction, and their Day Shelter and Men’s Evening Shelter provides not only short-term support but also assistance and resources that help to create life-changing impact.

In the face of an ever-expanding digital world, Bread of Life realized they needed to go beyond just moving their 77-year organization online—they needed to establish a strong online presence and digital ecosystem that met their donors where they were and made it easy for them to get involved. Their processes up to that point didn’t allow that.

Historically, Bread of Life had primarily relied on direct mail initiatives that were carried out by a third-party firm. Without a set strategy for generating online revenue, Bread of Life’s previous website was difficult to navigate and lacked information for its donors. Pain points for donors included a lack of mobile-responsive web design and the need to create a unique login.

As the organization looked to undergo a redesign, it was the perfect time for them to also explore software integrations, such as online fundraising, that might power their digital presence.

“Our website was okay, but it wasn’t really robust or user-friendly.”

WILLIE PARISH JR.
Executive Director, Bread of Life Mission
Classy Certified Partner, FOCUSED

When Bread of Life decided to invest in their online infrastructure to grow their dwindling donor base, they hired Classy Partner FOCUSED to help them create and implement their new strategy.

FOCUSED, a fundraising and cause marketing consultancy, assists organizations in crafting and executing digital strategies, as well as implementing gift catalogs, social good marketing, and integrated campaign services.

Brian Tucker, the principal and founder at FOCUSED, believed Classy would help Bread of Life save time, recover lost donors, acquire new donors, and accelerate their future growth.

When Brian recommended Classy, Bread of Life thought the fair pricing structure, coupled with the fact that the platform was easy to roll out across the team, made it a smart investment that would fuel their future success.

The Move Online

To prepare for their online revamp, Bread of Life and FOCUSED spent 60 days on the website re-launch and then introduced their integration with Classy. Brian also helped Bread of Life create and execute new email and social media communications. Since the initial setup, the staff now has ownership over the new communications practices and is in the process of organizing their first peer-to-peer fundraising campaign.

“\nYou can’t afford not to consider Classy. With such a simple learning curve you can be up and running in a few days. And if you do run into trouble, the Classy customer service team is exceptional in helping you solve your problems.”

BRIAN TUCKER
Principal and Founder, FOCUSED

“The challenge of online fundraising felt insurmountable. Now with Classy, the ability to create designated fundraising pages quickly and easily and with the confidence that it’s going to work has allowed Bread of Life to take control of this process.”

BRIAN TUCKER
Principal and Founder, FOCUSED
The Features that Power Bread of Life’s Success

In addition to their plans to use Classy’s peer-to-peer functionality, Bread of Life has already seen fantastic results leveraging a large gift for a matching campaign.

“We worked with a car dealership [to raise funds] for a van. The donor gave $10,000 and we had great traction that we had not had. [Many] new donors were introduced to us by way of the dealership and by way of the Classy platform. We were able to pay $45,000 for a brand new van.”

WILLIE PARISH JR.
Executive Director, Bread of Life Mission

The ability to use the campaign progress thermometer has also improved fundraising results. With Classy, Bread of Life is able to multiply the impact of large gifts and use real-time data to further motivate their donors.

Investing in an Online Experience

With the help of FOCUSED and Classy, Bread of Life’s new and improved online ecosystem provides their donors, volunteers, and potential beneficiaries with the information they need to get involved. Their strong online presence has even boosted the results of their offline methods. One avid Bread of Life supporter wrote a check and walked into their office to donate after seeing a Facebook post.

With a multi-channel, integrated marketing approach, Bread of Life’s supporters receive consistent, unified messaging that prompts them to take action.

SINCE ADOPTING CLASSY, BREAD OF LIFE HAS SEEN

162% INCREASE IN THEIR TOTAL REVENUE RAISED ONLINE

AN ESTIMATED 33% INCREASE IN NEW DONORS ACQUIRED ONLINE

93% INCREASE IN THE NUMBER OF GIFTS RECEIVED ONLINE

35% INCREASE IN THE AVERAGE ONLINE GIFT SIZE
The Vital Role of Increased Transparency

Bread of Life understands the importance of measuring impact and communicating it to donors. By dedicating a space on their website to talk about donor’s contributions, expenses, and emergency services provided to those in need, they draw their donors into their work and show them how their dollars make a difference.

These shifts in focus and methodology empower Bread of Life to meet their new goals. Looking ahead, they plan to use their fundraising success to increase their shelter program to 24-hour availability and expand their recovery program offsite.

“In the day and age we live in, donors are more conscious about where they spend and give their money…. I think we should be very transparent where there’s nothing’s hidden. If they call and ask questions, we [should be] able to answer questions readily and not be ashamed of them. So it was very important to have that up front for people—where your dollars go and how they’re spent.”

WILLIE PARISH JR.
Executive Director, Bread of Life Mission

When you give to Bread Of Life Mission, $.78 of every dollar you give goes directly to help Seattle’s hurting and homeless.

When you donate to provide meals, your gift has 3 times the impact due to donations from our generous corporate partners.

**PROVIDE SHELTER**  **PROVIDE MEALS**  **SUPPORT LIFECHANGE**

Join our monthly giving program, LifeLink! You’ll make a tangible difference all year long.

**LEARN MORE ABOUT LIFELINK**

You can also host a Care Kit Build with your church, company or organization! Learn more about our Care Kit program here.

Classy
Get to know the #1 online & mobile fundraising platform available.

Get a personal tour