Possible provides healthcare to one of the most remote regions in the world—Western Nepal. In 2006, the district had zero doctors for over 250,000 patients. Zero.

With a seemingly impossible task ahead of it, the organization started modestly. They transformed a grain shed into the area’s first functional clinic, partnered with the Nepali government, and began working with a network of community health workers.

The work proved so vital that Possible committed to maintaining and scaling their operations in the region. Part of that meant leveraging technology to ensure programs were as effective and efficient as possible. Today, technology is embedded into every aspect of the organization’s mission—from communication to fundraising.

**A Tremendous Return on Investment**

As most nonprofits know, paying for and implementing a technology can be a huge challenge. Despite that, it’s been a top priority for Possible. They say the return on investment in technology, like the purchase of Classy’s fundraising platform, has been tremendous, and their health programs simply wouldn’t be able to function without it.

“Our ethos is that even though we’re working a specific area, we’re a global team and always looking for the most efficient way to deliver healthcare. Using Classy—a very clean, easy product with great customer service, [that] allows us to track donor data—makes our lives so much easier. It lets us do things a lot faster, so we can put our time and energy directly to our patients, which is what matters most.”

Laura Schwecherl
Marketing Director • Possible

The Possible model is designed to work fully for the poor in one of the world’s most impossible places. It creates impact beyond a single site or intervention. The goals of the model are to spend under $50 per person and improve six key health outcomes for an entire population—surgery access, equity, safe birth, follow up, outpatient use, and family planning.
Impact and Revenue Models That Scale

Data are inextricable from organizations that move the needle in their cause sectors. Nonprofits are expected to amass and use data to scale everything from impact to fundraising programs.

Possible uses Classy to pull tons of interesting reports that enable development staff to get creative about how to grow their fundraising strategy. Classy’s reporting has allowed Possible to answer: “How can we convert this funder into a bigger donor?” or “How can we convert this one-time donor into a recurring one?” This flexibility creates a steady stream of new opportunities for growth.

According to Laura, “What is unique about Classy is its flexibility. If you have specific goals, Classy fills those needs. It’s a seamless, easy-to-use product with great reporting, great customer service and data.”

CLASSY APIS

A Beautiful Recurring Revenue Campaign (That Works).

In December 2014, Possible launched a microsite designed specifically for their brand new recurring revenue program of Possibilists. By using the Classy APIs (technology that allows websites to display information from various sources) they have built a seamless and beautiful giving experience that celebrates the program’s mission: to build a brand new teaching hospital.

Since the program officially launched, they’ve increased annual recurring revenue by 218 percent. This guaranteed revenue empowered Possible to make strategic decisions about the hospital’s construction without delay or uncertainty about the program.

“I’ve always had a really positive experience working with the Classy team, and that’s been a nice addition, especially with the more technical things since I’m not a developer. When there’s specific data that we need, we have the support, and that’s nice to know.”
A Brand to Match Your Mission

Nonprofits are faced with the serious challenge of learning and adapting to a constantly changing digital landscape. Classy believes this shouldn’t be an organization’s barrier to success. Between our account strategists and our blogs, Classy isn’t just a service for an organization. We’re driven to help our nonprofit partners do what they do best: pursue their mission.

Laura says, “You’re a brand with a mission to streamline the fundraising process. Having people who are experts in fundraising and are part of the industry or have worked in the industry is probably the most interesting part for me and makes Classy stand out compared to what’s out there.”

Possible by the Numbers

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 2013</td>
<td>$70,553</td>
</tr>
<tr>
<td>Oct 2014</td>
<td>$71,715</td>
</tr>
</tbody>
</table>

34% increase in online revenue compared to same time last year

OCT 2013 - OCT 2014

THE BOTTOM LINE

Your Mission Matters, Technology Should be a Priority.

We know your mission matters. Your nonprofit’s work is incredibly important to its constituents, and technology can be a big driver toward success.

“Our biggest takeaway is the importance of technology to our organization in order to get vital work done..."

What we’re saying is this work is incredibly, incredibly important; we’re serving an extremely poor rural area in Nepal, so we’re going to use the most effective tools in order to get that work done. Classy definitely falls into the list of products and technology that we use to do that,” says Laura.

A Look Toward the Future

Over the next two years, Possible will open a new teaching hospital, expand into 72 clinics, and work with over 800 healthcare workers. Through Classy and numerous other partnerships, Possible continues to grow their funding model. Laura says that the most exciting part about scaling impact and funding in parallel is the effect on donor engagement.

“As we create more programs, we’ll have more enticing stories to tell and continue using Classy in more interesting ways too. So as we scale programs, we also scale the opportunities for people to get involved with what we’re doing and engage with funders in new ways,” she says.

Get started with Classy FREE.

Start a Campaign in minutes →