TAKING ACTION AGAINST HUNGER

Action Against Hunger provides lifesaving assistance to vulnerable communities in almost 50 countries around the world. Over the last four decades, they've saved young children from severe malnutrition, provided clean and safe water, responded to major disasters, and implemented long-term livelihood solutions. While their impact is already considerable, they won't give up until the entire world is free from hunger.

To them, the problem is predictable, preventable, and treatable. But to help the entire world, Action Against Hunger needs to reach those still in need. That’s why Christian Pielow, Digital Strategist for Action Against Hunger, migrated their fundraising initiatives to Classy. His theory, which proved true, was that a modern solution like Classy would strengthen Action Against Hunger's global reach through improved design and fundraising functionality.
MAKING THE SWITCH

It only took one week for Action Against Hunger to successfully migrate to Classy. They created new donation forms and peer to peer campaigns, and switched the website links to point to these new assets.

One issue they faced during the transition to Classy, is they came up against the challenge of not being able to migrate their monthly donors from the old platform. As a result they signed up all new donors via Classy and over the next six months migrated as many legacy users over by asking them to create new profiles.

Eventually they turned off the old fundraising solution and lost around 100 monthly donors. However, they were able to quickly bounce back, reboot their recurring giving program on Classy, and regain those monthly givers within a few months. In fact, growth has been amazing for monthly giving – last year they grew recurring giving by 30 percent!

ALL-IN-ONE FUNDRAISING SOLUTION

“Without the switch to Classy, our current fundraising efforts would be restricted.”

CHRISTIAN PIELOW
Digital Strategist
Action Against Hunger

Classy integrates with top industry CRM, marketing tools, and other third-party services to provide an all-in-one solution for large nonprofit organizations.

Specifically, Action Against Hunger signed up for Authorize.net as their payment processor, integrated with Salesforce for their CRM, and successfully routed their data through MailChimp to manage their email sends and contact lists. These seamless integrations allowed them to use best-in-class tools and build a custom fundraising solution that fit their specific needs.
BEAUTIFUL DESIGN

Before Classy, one of Action Against Hunger's largest frustrations was designing campaigns and web pages that provided a strong donor experience. Even for a seasoned designer, the process to build pages on the back-end took too much effort and time.

“What was different about the Classy platform was that it worked for us right out of the box. We didn’t have to spend any time designing or playing around with HTML to launch effective campaigns with great design.”

CHRISTIAN PIELOW

This out-of-the-box functionality was central to quickly setting up components of their fundraising, like Classy’s donation forms.

They’ve also used the Classy API to heighten their design efforts. For example, they populated a landing page with information from peer-to-peer fundraising campaigns and built leaderboards of top fundraisers. For Pielow and Action Against Hunger, the API’s capabilities are a large part of what makes Classy more dynamic and user focused.
When it comes to great design, Action Against Hunger is very proud of their #GivingTuesday campaign that ran on Classy. They raised $37,549 that included a match by a corporate partner.

Another key improvement is that ecommerce conversion rates have dramatically increased since switching to Classy. For Pielow this is an easy metric to report the success of the Classy transition to higher ups.

CAMPAIGN EXECUTION

Action Against Hunger runs around six campaigns per year. Working within the External Relations team, Pielow is responsible for all the technology for their fundraising efforts, including the website, ecommerce, and online CRM.

Typically, they host two peer-to-peer campaigns, one crowdfunding campaign, and three specialty campaigns. While it used to take them weeks to create a new campaign, on Classy, they can do it in a single day. This frees up hours of time for campaign management, coaching, and follow up.
A BRIGHT FUTURE

The multi-faceted fundraising approach for Action Against Hunger is undoubtedly successful. They employ a small team approach to aggressively set and accomplish annual goals. This year they hope to improve online revenue by about 50 percent. As their team looks ahead to the future, they plan on making a few strategic hires, like a digital marketing manager and donor engagement specialist, to further heighten donor retention and engagement.

Action Against Hunger is even more excited about implementing Classy Pay and working to strengthen their recurring giving management as well. Classy Pay was built to convert more donors, support the latest payment methods, and offer flexibility in how you collect donations.

The benefits of Classy Pay will help ensure monthly giving remains a central part of Action Against Hunger’s fundraising strategy. An improved payment process will grow the stream of recurring revenue they can rely on year over year.

“Our donors, especially fundraisers, deserve more attention. If we can give them that attention, they’ll come back to Action Against hunger more often, raise more money, and get more involved. That’s one of the key areas Classy helps us to increase our revenue.”

CHRISTIAN PIELOW

LET’S PARTNER UP

Action Against Hunger recently used Classy to run a matching gift peer-to-peer campaign with a corporate partner. Their campaign enrolled high profile gamers to host charity broadcasts of their gaming. Over 50,000 people tuned in to watch the live streams, and every donor, viewer, and streamer were able to watch as donations poured in and were matched in real time.

Classy

The #1 Fundraising Platform for the Modern Nonprofit.

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