

THE POWER OF DONOR SUCCESS

CASE STUDY: KIDS' MEALS INC.

JANUARY 2019



INTRODUCTION

Giveffect's all-in-one system provides non-profit organizations the ability to maximize their day-to-day functions and achieve their mission in innovate ways. Kids' Meals Inc. has improved their workflow and increased their donor engagement by converting to Giveffect and leveraging Giveffect's 10-in-1 software.

CONTENTS

Kids' Meals Inc. Overview	3
Smart Automation At Work	4
(reduced excess manual entry and gained 30 hours in the work month)	
Annual Donation Increase	5
Online Donation Increase	6
(increased overall online donations by 25%)	
Focused Fundraising	7
(utilized campaign pages to as an additional revenue stream for the organization)	
Engaging Your Constituents	8
Increased Attendance Using Events System	9
(increased participation and attendance with the use of the ticketing system)	
Engaging Volunteers	11
(access to a 360 view of volunteers to keep track of progress)	
Increased In Kind Donation Opportunities	13
(created an efficient system to encourage community members to participate in food drives through campaigns and volunteers)	
Conclusion	15

Non Profit: Kids' Meals Inc.
Years with Giveffect: 2 (2017-2018)

TECH STACK

Volunteers: Volunteer Matters

CRM: Donor Perfect

Email Marketing: Constant Contact

Auction: BidPal

Financial Reconciliation: QuickBooks

Point of Contact: Olivia McDaniel, Donor Database Manager

MISSION

Kids' Meals mission is to end childhood hunger by delivering free healthy meals to the doorsteps of Houston's hungriest preschool-aged children and through collaboration provide their families with resources to help end the cycle of poverty. Kids' Meals is a first responder to children ages five-years old and under facing debilitating hunger due to extreme poverty. Every weekday, year round, from 9 a.m. to noon, volunteers prepare thousands of healthy lunches consisting of a sandwich, nutritious snacks and 100% juice or milk. Their six vans deliver the meals M-F to children enrolled in their program. They currently serve six Houston-area routes that target zip codes all located within Beltway 8, where the need is critical.



FIGHTING CHILDHOOD HUNGER

SMART AUTOMATION AT WORK

PROBLEM

Prior to using Giveeffect, Kids' Meals Inc. used at least 4 different software systems to manage their donors, donations and email communications. All of the information Kids Meals' gathered for their volunteers and donations had to be manually entered into their existing database systems, which accumulated up to 30 hours of additional manual entry for the staff. With the help of Giveeffect's smart automation system, Kids' Meals was able to increase the number of volunteers, donations and schedule seamless communications with their constituents.

SOLUTION: SMART AUTOMATION AT WORK

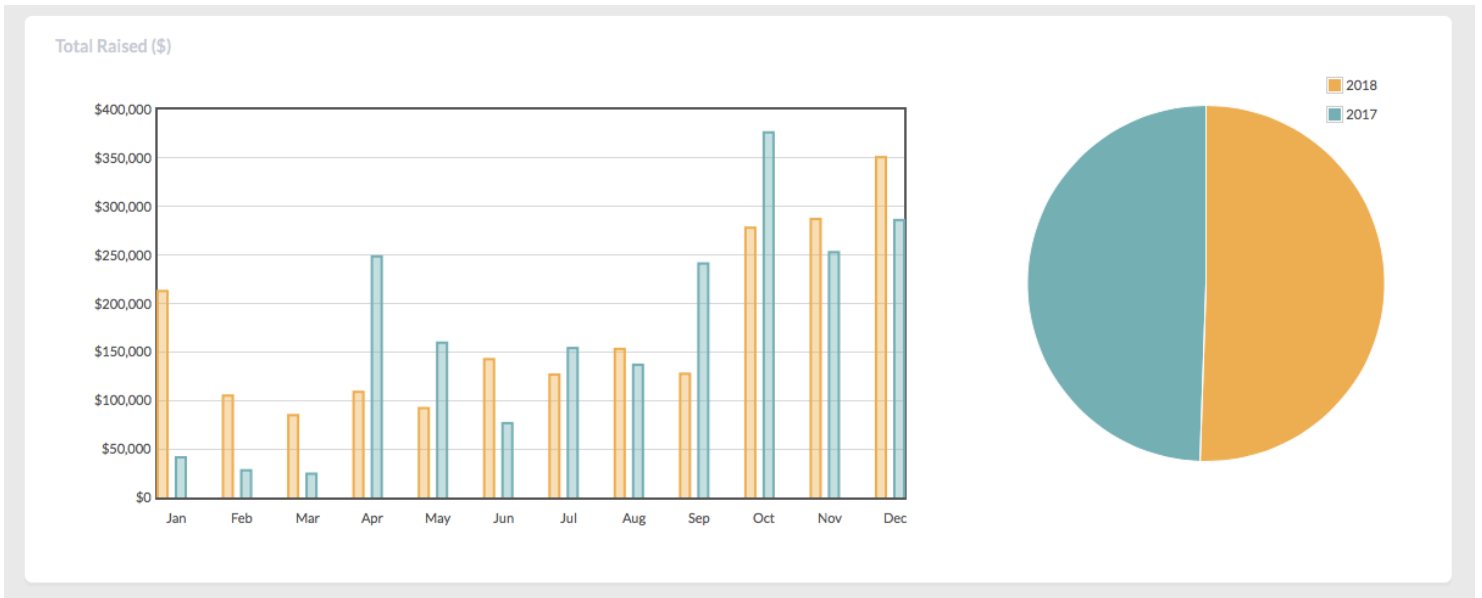
Prior to using Giveeffect, what were hardships your organization faced?

"Combining volunteers and donors was a difficult and cumbersome process for us, we used pen and paper to gather information for our volunteers, added them into excel and imported into software. For our donors it was all a manual input into our software. With Giveeffect we were able to decrease the amount of manpower used to gather information, expand our reach into the community and create efficiency within our staff."

With Giveeffect, communication and email marketing has increased greatly and contributed to the success of Kids' Meals increase in online giving and campaign implementation. Kids Meals Inc. has successfully launched over 290 campaigns since 2017 and continues to engage members throughout the Houston community by participating in food drives and hosting their annual Harvest Luncheon event. The additional time Kids' Meal staff members have gained through the use of Giveeffect's software allows them to expand their reach into the community, share the benefits of attending events and share their mission!

Nonprofit staff members are inundated with tasks that require manual entry and does not allow the staff to strategize, further engage members and increase opportunities to fundraise. Giveeffect's 10-in-1 software and smart automation changes non-profit's functionality!

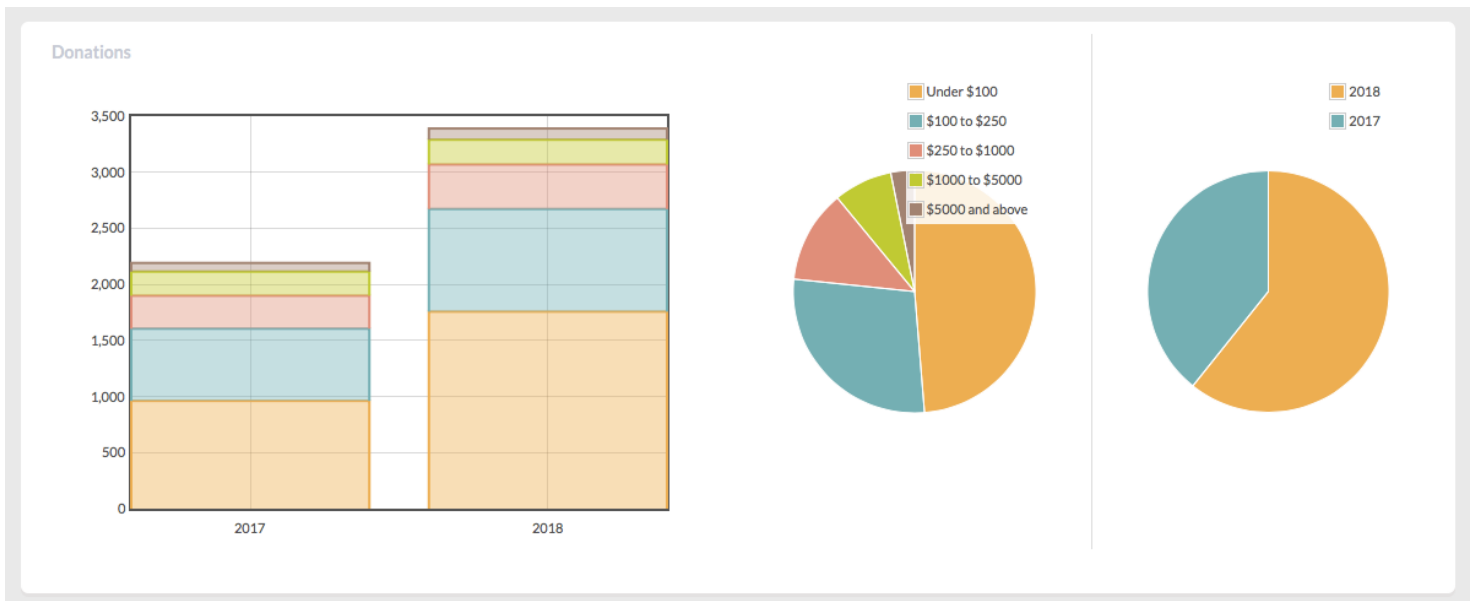
ANNUAL DONATION INCREASE



Annual Comparison of Kids' Meals Inc. Donations and Total Raised between 2017 and 2018:

2017: \$215,966.51 (39.40%)

2018: \$332,145.95 (60.60%)



Annual Comparison of Kids' Meals Inc. Donation Retention and Donation Increments

between 2017 and 2018:

2017: 725 Donations

2018: 1279 Donations

ONLINE DONATION INCREASE

PROBLEM

What vital need came to fruition by using Giveeffect's software?

“We had a vital need for improvement in our online giving system and Giveeffect delivered. We were not able to match donors and volunteers with important information before to ensure accuracy, in which sometimes they were both (donor and volunteer). Tracking of members became much easier.”

SOLUTION: ONLINE DONATION INCREASE BY 25%

The transition from Kids’ Meals Inc. current donor management system to Giveeffect has impacted their donor retention and overall online donation growth since 2017. Between 2017 and 2018, Kid’s Meals has seen an overall donation increase of 25%!

Giveeffect's 10 system solution allowed Kids' Meals Inc. to automate all of the information between their Donor Perfect, Constant Contact and Volunteer Matters, thus adding more functionality. Finance teams were able to easily collect data on their donors and aid in the QuickBooks reconciliation process.

The screenshot displays a donation form with the following elements:

- Progress bar: Payment Details (selected), Contact Details, Options, Payment & Billing, Complete.
- Header: **Your Contribution to Deliver Hope to Hungry Children.**
- Sub-header: Start by entering a payment amount, and fill in other details.
- Amount field: \$100.00 (highlighted in a green box).
- Options: Recurring payment, Donate anonymously, Hide donation amount.
- Agreement: I happily agree to cover the fees so that 100% of my payment goes to Kids' Meals Inc.
- Amount selection list: \$200, \$100, \$50, \$25, \$10, Other.
- Help section: **How does Online payment work**
 - How do I make a payment?** First, specify your payment amount. Then proceed to payment with a major credit/debit card.
 - When is my credit card charged?** Once you complete and submit the form, your card is typically processed within 24 hours.
 - Is paying with my credit card safe?** Yes! Your payment is processed with WePay. We never store your credit card information, and WePay uses industry standard SSL security.
- Navigation: Cancel, Previous, Next, Finish.

Kids' Meals Inc. Deliver Hope to Hungry Children Donation Page

FOCUSED FUNDRAISING

EMAIL MARKETING: ACKNOWLEDGING YOUR MEMBERS

Kids' Meals Inc. applied a combination of Giveeffect's email marketing system, and the events, auctions & fundraising system which replaced Constant Contact to increase online giving through membership acknowledgement and implementing creative email campaigns.

Jaxson's Birthday donations
A fundraising campaign for Kids' Meals Inc..

HOUSTON VIDEO PRODUCTION, Kids Meals
Watch later Share

3 supporters
\$132 raised

CLOSED

About This Campaign
We are celebrating Jax's 3rd Birthday by giving back to children in our Houston community and partnering with Kids Meals organization. They provide meals to pre school aged children who qualify for free-lunch to help throughout the day and during the summer months. They deliver Monday thru Friday, door to door and free of charge.
All donations are tax deductible.

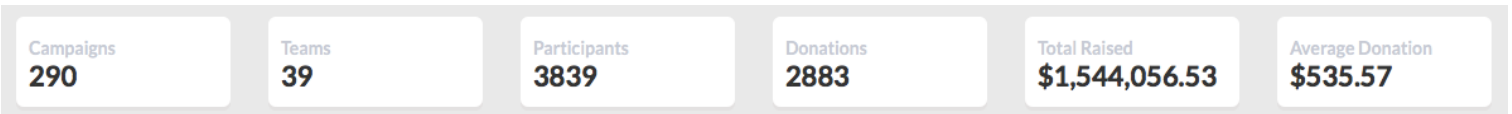
Campaign by Dai Smith
♥ Supports 0 Charities
★ Started 1 Campaign

Third Party Fundraising Campaign: Share Your Birthday

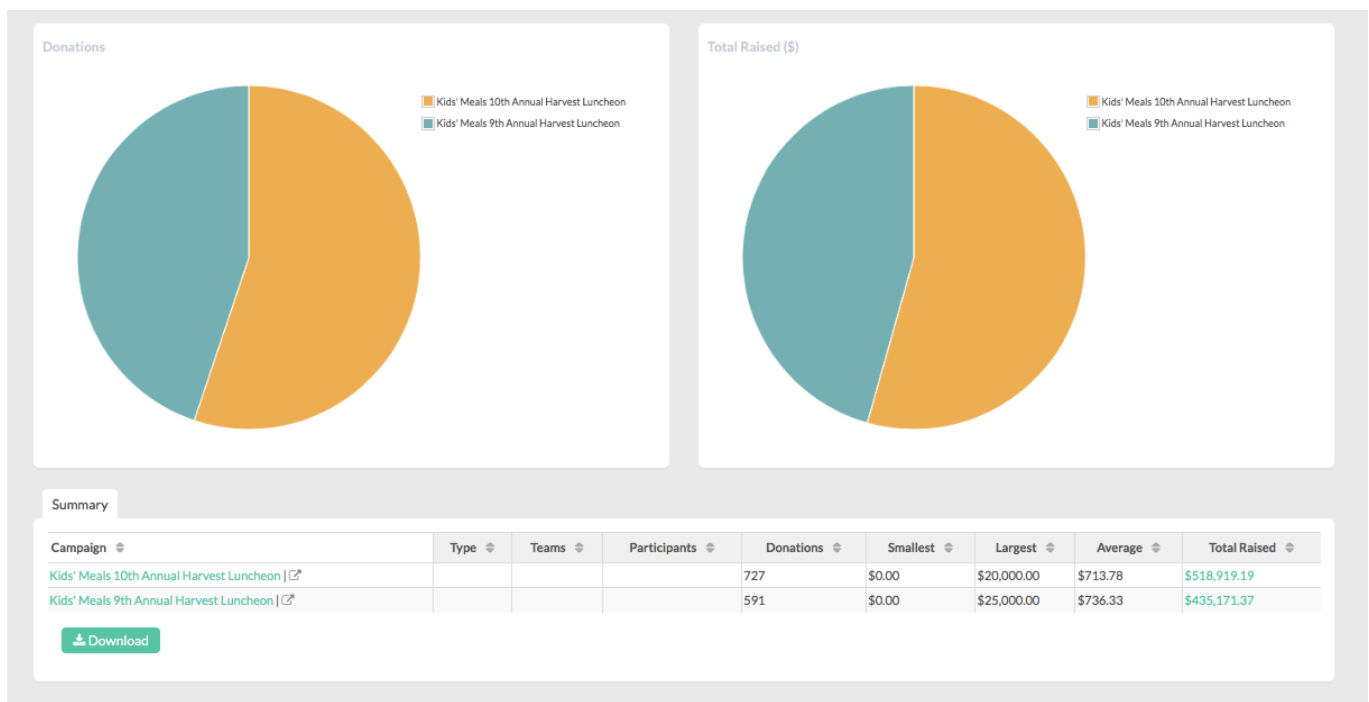
THIRD PARTY FUNDRAISING: PERSONAL FUNDRAISING

Kids' Meals Inc. made it easy and fun to celebrate your birthday by inviting their constituents to join Kids' Meals Birthday Club and change the lives of hungry Houston children. Every \$2 donated makes and delivers a meal directly to the homes of hungry children in Houston.

ENGAGING YOUR CONSTITUENTS



- 290 campaigns launched with GE's email marketing software to over 3,800 participants
- Raised over \$1.5 million dollars with an average donation of \$535.57
- Exceeded annual donation goals and increased Annual Harvest Luncheon event attendance through email correspondence and campaign production
- Increased online donations by 19% for the Annual Harvest Luncheon between 2017 and 2018



Annual Comparison of Kids' Meals Inc. Donations and Total Raised for the Annual Harvest Luncheon between 2017 and 2018:

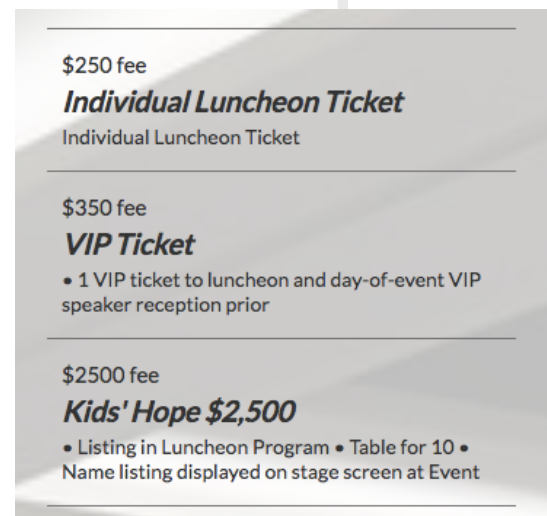
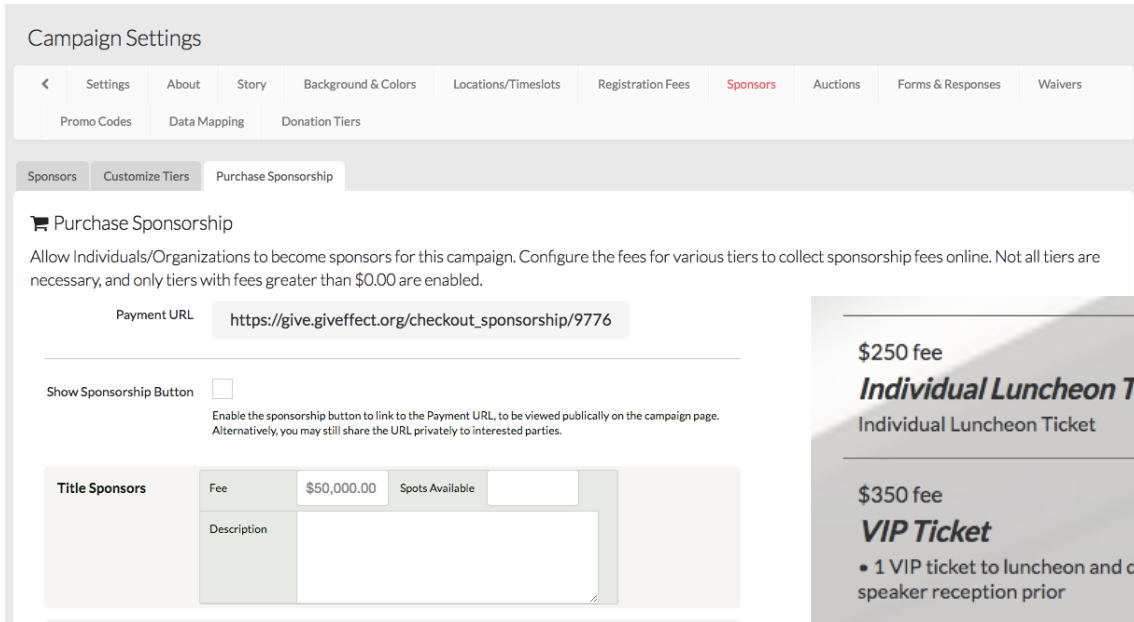
2017: 591 Donations

2018: 727 Donations

INCREASED ATTENDANCE USING EVENTS SYSTEM

PROBLEM

Engaging constituents and managing events can be a difficult task. The time it takes to execute the event takes time away from spreading awareness and increasing attendance and sponsorship. Managing information can take weeks to gather!



SOLUTION: INCREASED ANNUAL EVENT ATTENDANCE USING THE EVENTS SYSTEM'S TICKETING AND SPONSORSHIP FEATURES

Kids' Meals Inc. utilized Giveeffect's ticketed event system and mobile app, Event Buddy, to register guests for the event. The 10th annual Harvest Luncheon was a complete success as Kids' Meals Inc. raised \$502,419, exceeding their \$400,000 goal by 29%. By using Giveeffect's event system, guests were able to easily purchase tickets, register to become sponsors and come together to fight hunger throughout Houston.

INCREASED ATTENDANCE USING EVENTS SYSTEM

THE MAIN EVENT

Launched a donation page for the 2018 Kids' Meals' 10th Annual Harvest Luncheon raising over \$500,000!

"Guests were able to easily purchase tickets, become sponsors for the event and learn more about what the Harvest Luncheon is really about!"



Kids' Meals Annual Harvest Luncheon brings together corporations, foundations and Houstonians interested in delivering hope to the future of Houston by investing in the next generation. The luncheon offers a VIP experience, Mimosas & Market-a curated group of incredible vendors offering a collection of unique items to kick-off your holiday shopping, a spectacular silent auction crowned by an outstanding program with speakers.

ENGAGING VOLUNTEERS

MAKE AN IMPACT

Prior to using Giveeffect, collecting information was a difficult task for Kids' Meals. The manual entry of incoming volunteers and tracking their shift was overwhelming and took time away from engaging with their volunteers. In 2016, Kids' Meals recruited 7,000 volunteers to help prepare and distribute meals to children throughout the city of Houston.

Thanks to the help of their volunteers, 2,500 – 4,500 meals are being packed every weekday for hungry children. Volunteers are able to sign up for different shifts within Kids' Meals volunteer schedule powered by Giveeffect! Between 2017 and 2018 there was an increase of over 1,000 additional volunteers - growing Kids' Meals' reach even further.

The screenshot shows a calendar interface for January 2019. At the top, there are navigation buttons for '<', '>', and 'today', and a 'January 2019' title. On the right, there are tabs for 'month', 'week', and 'day'. The calendar grid has columns for days of the week (Sun to Sat) and rows for weeks. Volunteer shifts are listed in blue boxes on specific days:

- Wednesday, Jan 16: 7:30a Rider, 9a Driver
- Thursday, Jan 17: 7:30a Rider, 9a Driver
- Friday, Jan 18: 7:30a Rider, 9a Driver
- Tuesday, Jan 22: 7:30a Rider, 9a Driver
- Wednesday, Jan 23: 7:30a Rider, 9a Driver
- Thursday, Jan 24: 7:30a Rider, 9a Driver
- Friday, Jan 25: 7:30a Rider, 9a Driver
- Sunday, Jan 27: 7:30a Rider, 9a Driver
- Monday, Jan 28: 7:30a Rider, 9a Driver
- Tuesday, Jan 29: 7:30a Rider, 9a Driver
- Wednesday, Jan 30: 7:30a Rider, 9a Driver
- Thursday, Jan 31: 7:30a Rider, 9a Driver
- Friday, Jan 1: 7:30a Rider, 9a Driver
- Sunday, Jan 3: 7:30a Rider, 9a Driver, 9a Kitchen Help
- Monday, Jan 4: 7:30a Rider, 9a Driver, 9a Kitchen Help
- Tuesday, Jan 5: 7:30a Rider, 9a Driver
- Wednesday, Jan 6: 7:30a Rider, 9a Driver
- Thursday, Jan 7: 7:30a Rider, 9a Driver, 9a Kitchen Help
- Friday, Jan 8: 7:30a Rider, 9a Driver, 9a Kitchen Help

Kids' Meals Inc. Volunteer Calendar

ENGAGING VOLUNTEERS

THE 360 DEGREE VIEW

A 360 VIEW OF VOLUNTEERS, SHIFTS AND OPPORTUNITIES THROUGH THE VOLUNTEER SYSTEM

"Input is much easier for our organization and our members and volunteers have the ability to sign up for events and register for shifts. The user friendly system and campaigns creates more autonomy for our staff, volunteers and anyone who visits our website!"

Giveeffect's Volunteer System allows nonprofits to get a 360 degree view of their volunteer's contact profile. From the user friendly administrative perspective, Kids'Meals was able to see who signed up for shifts, whether the shift was completed, and gather additional details on new volunteers to acknowledge their hard work for future volunteer opportunities!

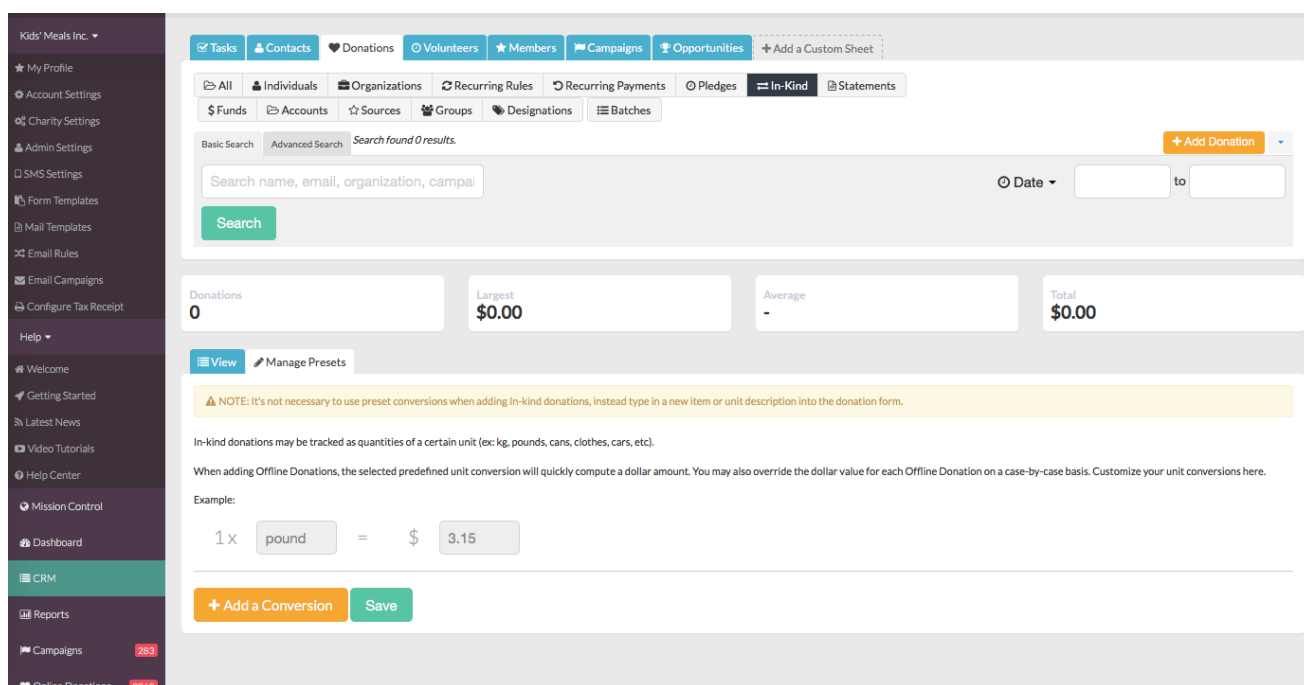
ID	Campaign / Job / Rating	Shift	Hours	Checked in/out	Completed	Notes	Created / Updated
6649	Rider	Wednesday Aug 29, 2018 7:30am to 2:00pm	6.5	Wednesday, Aug 29, 2018 8:51am to 2:00pm	5.14 of 6.5 (79%)		Aug 24, 2018 5 months ago
6008	Rider	Wednesday Aug 1, 2018 7:30am to 2:00pm	6.5	Wednesday, Aug 1, 2018 8:41am to 2:00pm	5.32 of 6.5 (81%)		Jul 30, 2018 6 months ago
5651	Rider	Tuesday Jul 17, 2018 7:30am to 2:00pm	6.5				Jul 12, 2018 7 months ago
5436	Rider	Wednesday Jul 11, 2018 7:30am to 2:00pm	6.5	Wednesday, Jul 11, 2018 8:35am to 2:00pm	5.41 of 6.5 (83%)		Jul 03, 2018 7 months ago
5435	Rider	Friday Jul 6, 2018 7:30am to 2:00pm	6.5	Friday, Jul 6, 2018 8:42am to 2:00pm	5.29 of 6.5 (81%)		Jul 03, 2018 7 months ago
5351	Rider	Monday Jul 2, 2018 7:30am to 2:00pm	6.5	Monday, Jul 2, 2018 8:41am to 2:00pm	5.32 of 6.5 (81%)		Jun 29, 2018 7 months ago

360 Degree View of Volunteer Shifts
within a Volunteer Profile

INCREASED IN KIND DONATION OPPORTUNITIES

As Kids' Meals fights to end hunger throughout the Houston area, receiving in-kind donations continues to be a driving force behind expanding their reach throughout the area to serve more children. Compared to last year, Kids' Meals met their goal in raising over \$14,000 for in-kind donations. As the organization grows, Kids' Meals was able to include 2 new areas to deliver food to the doorsteps of hungry children.

In-kind donations are an important source of revenue to non-profits. With the help of outside organizations and community allies, organizations are able to continue programming while establishing a strong presence throughout their community.



Giveeffect Administrative View: Managing In Kind Donations

INCREASED IN KIND DONATION OPPORTUNITIES

Local companies, worship centers and organizations establish food drives on behalf of Kids' Meals throughout the year. Thousands of meals are provided for children throughout the year through drives such as: Juice Box Heroes, Lunch Pack Drive, Food Drives, Sandwich Drives and their Summer Juice Box Challenge. Not only does Kids' Meals deliver healthy lunches daily to the community, they also deliver hope. With the amount of time the organization has gained from converting to Giveffect software, Kids' Meals is able to host and participate in even more drives!

Summer Juice Box Campaign
A fundraising campaign for Kids' Meals Inc.

Share Like Embed

36 supporters

\$7,695 raised of \$5,500 goal

139%

DONATE

Donate \$10 or more
Juice boxes
\$10 will provide Juice Boxes for 40 children!

Donate \$25 or more
Juice boxes
\$25 will provide Juice Boxes for 100 children!

Donate \$32 or more
Walk-in Family Sponsor
Sponsor the Juice Boxes for a day for all 126 children whose families come to Kids' Meals to pick up their lunches!

Donate \$50 or more
Juice boxes
\$50 will provide Juice Boxes for 200 children!

Donate \$62 or more
Central Route Juice Sponsor
Sponsor the Juice Boxes for a day for all 251 Children on our Central Route!

Annual In Kind Donation Drive: Summer Juice Box Campaign

CONCLUSION

Kids' Meals inc. leveraged Giveeffect's campaign system to drive donor success through focused fundraising. This effort included creating third party campaigns, donor and volunteer engagement, and utilizing event tools for their annual luncheon. With the power of Giveeffect's Smart Automation system, Kids' Meals Inc. was able to achieve donor success by increasing retention and decreasing manual entry.

With the help of Giveeffect's 10-in-1 software, The Kids' Meals staff has acquired even more time throughout their month to serve Houston's hungriest one child at a time!

