



How Mom2Mom uses Keela to improve their fundraising strategy.



CAUSE AREA

Youth Development

SOLUTION

Increasing fundraising capacity

*With Keela's tools, Mom2Mom can move **away from spreadsheets and manual processes.***



Raising money for a great cause.

Mom2Mom is a Vancouver-based nonprofit that operates with a simple guiding philosophy: when moms thrive, children thrive. Through various programs that work with mothers and families, Mom2Mom improves lives by reducing poverty-related stress and connecting low-income families to a supportive community.

Stephanie Connolly, Executive Director for Mom2Mom, first joined because she loved the approach that the organization took. "Raising healthy children takes a community. Providing one for moms who don't have that just makes sense."

When Stephanie goes to work every day, she works with her heart just as much as her head. And when she raises money for Mom2Mom, she is always looking for ways to be more effective, to ultimately bring in more money to support a great cause.



Making an investment in technology.

As a Fund Development professional, Stephanie identified Mom2Mom's need for a donor management solution and CRM.

"We were using spreadsheets," recalled Stephanie. "Nearly everything had to be generated manually, and **we were limited in the types of reports and data we could pull.**"

That's when someone referred Keela to them.

Friends in the nonprofit sector told them about Keela's suite of all-in-one tools, and Mom2Mom decided it was time to make an investment in nonprofit technology -- without having to break the bank.

"Keela is a system that makes communicating with donors easier and less time-consuming."

Stephanie Connolly
Executive Director
Mom2Mom





Increased fundraising capabilities.

Now that Keela is in place, Mom2Mom's fund development program has gotten a lot more robust and personal.

"Keela helps us have sincere and timely communication with donors," says Stephanie. "I can see donations come in, in real-time, and respond to donors appropriately."

Mom2Mom uses Keela's CRM to empower multiple fundraising strategies including launching **lapsed donor campaigns**, monitoring **direct mail campaigns**, and pulling **advanced reports** to help understand donor characteristics. Overall, they have used Keela to improve their messaging with hopes of **generating larger gifts**.

"Keela is a system that makes communicating with donors easier and less time consuming," says Stephanie.



Looking ahead.

As Mom2Mom continues to help more families, their programs and fundraising strategies will become more robust. **Mom2Mom will be using Keela to help them raise money more efficiently,** and communicate their impact more effectively.

They will look to automate more of their fundraising processes with Keela Forms, and create processes that help their team be even more responsive with donations. "Right now, we use Keela's notifications to help us respond. Those notifications stay there until we clear them, and that helps keep our projects on task."

Using Keela, Mom2Mom has a solution that will grow with their team and their evolving fundraising needs.

Keela can increase your fundraising capacity, too.

[Book a Demo](#)