



How Thrive uses Keela to get more out of their email marketing budget.



CAUSE AREA

Youth Development

SOLUTION

Consolidating budget and increasing efficiency

With Keela's all-in-one solution, Thrive has a platform that does more for them.



Helping children thrive

Thrive is on a mission to support youth and young adults who live in poverty. Their innovative programs were developed in collaboration with community to address key gaps in services in the St. John's community.

Amanda Snow, Thrive's Fund Development Coordinator, always loved Thrive's work and jumped at the opportunity to help them make an impact. "It was an interesting time for the organization when i first joined in 2017," recalled Amanda. "I was their first ever fund-raiser."

Tasked with growing individual and corporate giving, Amanda knew that she needed tools to achieve her goals. "We immediately recognized that we needed a **donor management software.**"

That's when Amanda came across Keela.



Life before Keela

Before Keela, Thrive's relationships lived in spreadsheets. "We were restricted in what we could do," said Amanda. "There was no way to see a historical perspective of our donors; no way to see how many years they've contributed for."

The process of **retreiving information was time-consuming and stressful**. "It often meant diving into *multiple* spreadsheets that all held bits of information, telling part of the story."

They also were not able to use their email marketing strategy to its fullest potential because of all the hoops they had to jump through. Segmenting audiences was a difficult task and often took up too much time because their systems did not talk to one another.

The result was a messy experience, with many lost opportunities. Thrive could not clearly see who their donors were, and this made it difficult to create targeted messaging.

"The most important thing is that we have better visibility of our donors, and can communicate directly with them."

Amanda Snow
Fund Development Coordinator
Thrive





Enhancing email marketing

Thrive was paying a hefty price for a separate email marketing tool. This was primarily for donor communications such as impact reports, stewardship emails, and opportunities for solicitations. **This was a significant investment in a tool that only did one thing.**

“We switched over to Keela’s Campaign tool for our newsletter and Eblasts,” said Amanda. “Now we can react to how our audience responds by creating new, targeted messages.” Performance analytics are neatly integrated into Keela’s system, and become part of each recipient’s individual Contact Profile.

Not only is Thrive able to say good-bye to one of their annual bills by consolidating their email tools, but they are able to build beautiful email campaigns that **link directly to Keela’s CRM**. This means that they have synced contacts, more nimble newsletters and the ability to keep up a steady communication schedule.

“We’ve received nothing but glowing reviews. Everyone loves them!” said Amanda. “We practically have our own listserv, and that opens up so many possibilities for our fundraising efforts.”



Getting the most value from Keela

Moving forward, Amanda's team at Thrive is looking to introduce Keela to more team members, helping the organization work more efficiently.

"Keela saves us time and reduces stress," says Amanda. "And a big reason for that is Keela's customer service."

"It's unbelievable how responsive Keela's customer service is. They've exceeded expectations and gone above and beyond!" Looking ahead, Thrive will be using Keela's training webinars to get everyone up to speed.

With Keela, Thrive has a robust tool that helps them **consolidate their budget and increase their efficiency.** This leads to more dollars raised, and more impact for youth in St. John's.

*Spread the word about the valuable work you do every day.
Keela takes the complexity out of building beautiful emails.*

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