



# How Women and Youth Supporting Each Other (WYSE) uses Keela to Digitize their Fundraising.



## CAUSE AREA

Youth Development

## INTEGRATIONS

PayPal and Stripe

*After implementing Keela, WYSE saw their **online donations grow 80%**.*



## A dedicated team

Women and Youth Supporting Each Other (WYSE) is committed to empowering young women by providing the resources and support necessary to make positive life choices and create community change. They are led by a team of passionate volunteers who have rolled up their sleeves to do things on their own. In fact, most of the leadership team are alumni of the program and have seen the power of WYSE first-hand.

Linda, the team's Operations and Finance Chair, got involved with WYSE because she wanted a leadership opportunity that mattered. Through the mentoring programs at WYSE, it was a no-brainer. She was able to do meaningful work that impacts the lives of people she cares about.

"Our team is small, but we are committed to making this work" said Linda, "Our goals revolve around ensuring that our programs keep running." But things weren't always this focused.

A few years ago, the **100% volunteer-run** organization decided to register as a 501(c)3. Once they did this, they realized one thing: "We were on our own. We were doing everything ourselves and it was overwhelming."



## Keela helps WYSE work smarter

Linda and the team at WYSE started using Keela's CRM to track donor relationships in a deep and meaningful way. In particular, they use **custom fields** to keep track of their various branches and where donors would send their support.

"Our programs are all over the country, but we are able to **track our impact from wherever we are**. We use Keela's custom fields to gather the exact information we need to report on."

**With Keela, WYSE is working smarter and much more efficiently.**

"Before Keela, we were working off of spreadsheets, emails and notes," recalled Linda. "Things would get lost in threads, and it was impossible to track important details."

At the height of the confusion and frustration over losing vital information, Linda came across Keela, and the solution was a perfect fit.

*"Now we can see the full picture of our donors, and make sure that no one slips through the cracks."*

**Linda Leung**

Operations & Finance Chair

Woman and Youth Supporting Each Other





## Transforming WYSE into a digital nonprofit

Implementing Keela transformed the way WYSE worked.

“Before we had Keela everything was done manually. For example, I would have to manually email a donation receipt,” recalled Linda. “Keela automated a lot of those transactional tasks for us, saving us hours every month.”

WYSE also used Keela’s donation pages to boost their fundraising presence online. By building **simple, customized and branded donation pages**, they were able to drive conversions and encourage donors to make their contributions right through their website.

“Having the donation page embedded with Keela has been super helpful. **90% of our donations are now made online. That’s a growth of 80%!**”

The added benefit of online donations is that everything is automatically tracked on Keela’s CRM, allowing WYSE to see the data and report on it. The impact is right at their fingertips.



## Looking forward

The WYSE team is focused on keeping their programs running. As a volunteer-run organization, they rely on donor dollars to continue making their impact.

“We’re committed to ensuring that our life-changing programs keep going. We give young women the confidence to make important life decisions and determine their futures,” said Linda. “We owe it to them to keep growing this organization’s capacity.”

**With Keela, WYSE has a powerful and accessible solution that will grow with their team** -- empowering them to continue making a positive impact on the lives of young women today and in the future.

*Keela can help your nonprofit grow, too.*

[Book a Demo](#)