

# HOW CHAMINADE JULIENNE EXCEEDED THEIR FUNDRAISING TARGETS BY 80% WITH VANILLASOFT

## THE SITUATION

Students at Chaminade Julienne volunteer in the spring and fall semesters for a couple of weeks to assist in the school's annual giving fundraising efforts. Twice a year, they work shifts to call and text parents, alumni, and other donors of Chaminade Julienne. Some of them even stay throughout the year to help with other fundraising work to benefit the school and its students.

## THE CHALLENGES



AN OLD-SCHOOL, MANUAL SYSTEM RELYING ON CELL PHONES AND PAPER SPREADSHEETS



WITH THE LACK OF AUTOMATION, THE PROCESS WAS SLOW, TEDIOUS, AND TIME-CONSUMING.



SUCH MAKESHIFT APPROACH COULD EASILY RESULT IN ACCIDENTAL MISTAKES AND SLIPS.



WE HAD BURNER PHONES. ... WE HAD TEXT MESSAGE FOLLOW-UPS ... I'D HAVE BASKETS WITH DIFFERENT SORTING OPTIONS, AND STUDENTS WOULD HAVE TO SORT THEM, AND THEN I'D HAVE TO CHECK THEM ... IT WAS JUST A MESS.

"Once I started working with students, the process just seemed really tedious. We had burner phones. That's what I called them. I think we were pretty sophisticated for the technology we were utilizing. We had text message follow-ups. We had the call sheets, and they had tearaways for pledges that we had to mail in the morning. When a kid was finished with their 40 call sheets, they would have to come up to the table, I'd have baskets with different sorting options, and students would have to sort them, and then I'd have to check them, and it was just a mess."

DAVID CORDONNIER, ANNUAL FUND COORDINATOR AT CHAMINADE JULIENNE





# HOW VANILLASOFT HELPED



## EFFORTLESS ONBOARDING PROCESS

Uploading their data to the VanillaSoft platform, setting up scripts, and training students required somewhere between 8-10 hours.



## EXCEPTIONAL USER EXPERIENCE

VanillaSoft isn't clunky – it's intuitive and user-friendly, which is why the students at Chaminade Julienne figured the platform out really fast.



## IMPROVED DONOR EXPERIENCE

VanillaSoft's features, including caller ID, data privacy compliance, strategic call scheduling, and integrated payment processing, provided a more efficient donor experience.



## NO NEED TO EXPAND THE TEAM

With no need to hire more staff to set up and maintain the platform, they managed to streamline their fundraising budget.



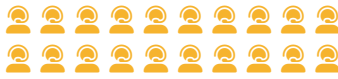
### STUDENTS SURPASSED THE 100 CALL MARK WITH TWO DAYS

*"As we started, we had four or five students make over 100 phone calls, which is a lot for us. They would just come in, grab the laptop, throw the mic in, and they're off to the races. They didn't need my instruction or guidance. It was fantastic. As we've began our spring campaign, students surpassed the 100 call mark with two days."*

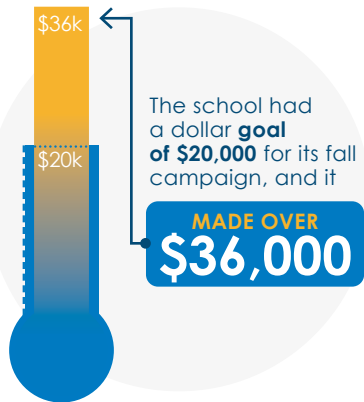
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## RESULTS

### 22 UNIQUE STUDENTS



**RAISED \$36,000**  
in 11 calling sessions



They were able to **CLOSE 23% OF RECORDS,** which is about **A QUARTER OF CALLS THEY MADE**



**17% OF ALL CALLS MADE** resulted in a gift or pledge

The students made about 1,800 calls, and 335 of those calls resulted in a gift or a pledge



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