



FUNDRAISING

BRING YOUR STRATEGY TO LIFE

Empower your fundraisers with a user-friendly yet scalable tool that will help them launch your innovative strategies, ensure tailored donor interactions, and build a sustainable pipeline.

VanillaSoft's multi-channel donor engagement software delivers proven increases in donations, engagement quality, & donor acquisition. Easy to use and highly customizable, VanillaSoft allows full control over project setup and allows fundraisers to engage donors through high quality, personalized interactions via phone, SMS, email, & video.


Chaminade
Julienne

Surpassed revenue goal by **80%** ↑



Corpus Christi College
UNIVERSITY OF CAMBRIDGE

↑ **36%** increase in funds raised

CAMPAIGN YOUR WAY

Customize the user interface, workflow, and follow-up process to your individual requirements.

CHAT WITH CONFIDENCE

VanillaSoft's interactive talk tracks facilitate more natural conversations while tailoring your messaging for more personalized engagement.

BUILD RELATIONSHIPS

Leverage automation triggers for pledge follow-up, stewardship, and more. Configure triggers for personalized emails and SMS messages, and launch custom email drip campaigns by donor segment or fund designation.

UPDATE DONOR SPECIFICS

Track updates to constituent information seamlessly during fundraiser interactions; validate new contact information as you easily import back into your primary database.

PRIORITIZE YOUR DONORS

Customize a workflow and use routing filters to prioritize constituents and keep in line with your segmentation strategy.

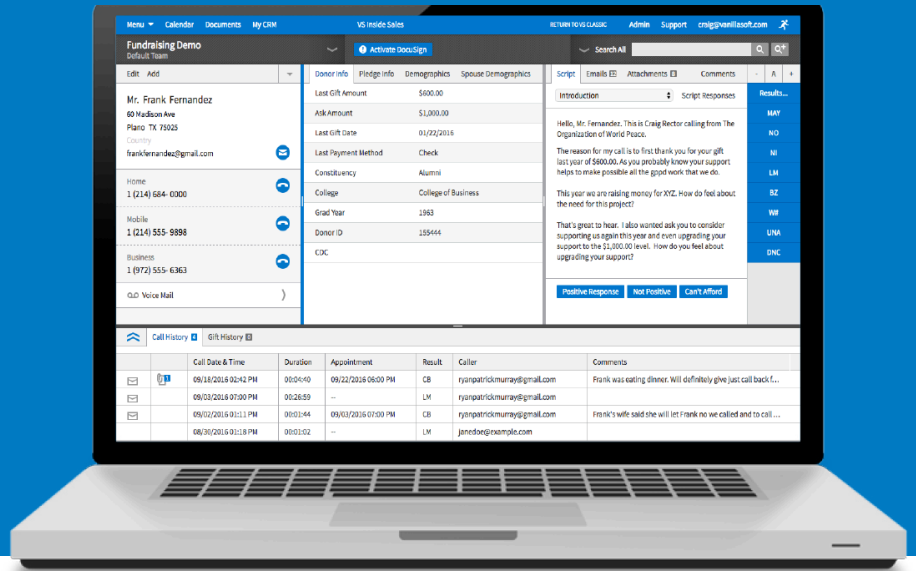


VOIP TELEPHONY

Draw upon a wide variety of VoIP telephony feature options including SMS, click to dial, voicemail drop, call monitoring, and more.

TRACK YOUR PROGRESS

Live dashboards and custom reports ensure you always have the information you need, when you need it, in the format that works best for you.



IDEAL FOR



ANNUAL GIVING & ENGAGEMENT



ACQUISITION & UPGRADES



INTERNATIONAL CALLING



LEADERSHIP LEVEL GIFTS & CADENCES



STEWARDSHIP



EVENT INVITES & AFFINITY

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THANKS TO THE EASE OF USE ON THE FUNDRAISER SIDE OF VANILLASOFT, TRAINING WAS MORE EXPEDITED, LEAVING STUDENTS FEELING MORE COMFORTABLE AND CONFIDENT. NOT ONLY WERE STUDENTS MORE PRODUCTIVE, BUT THEY WERE ALSO HAPPIER ON THE JOB; MSOE SAW SIGNIFICANTLY INCREASED CALLER RETENTION BETWEEN FALL AND WINTER.

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ALUMNI ENGAGEMENT OFFICER MILWAUKEE SCHOOL OF ENGINEERING



Engage More. Talk More. Raise More.

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