Vanilla*Soft*

www.vanillasoft.com

DATASHEET
VANILLASOFT FOR ENGAGEMENT CENTERS

VanillaSoft is a comprehensive, omnichannel donor engagement solution that empowers student fundraisers to successfully manage complex donor journeys. VanillaSoft's cadence-driven workflow delivers personalized communications at scale to simplify the process of building intentional, lifelong donor relationships. Powerful donor segmentation, omnichannel outreach, workflow automation, and more deliver a significant increase on the quality and quantity of constituent interactions, providing maximum return on program investment.

FEATURE	BENEFITS
Cadence-driven workflow	The cadence-driven workflow manages your communication and engagement schedule, automatically delivering the right constituents to fundraisers at the right time, allowing fundraisers to effortlessly and consistently deliver intentional, omnichannel donor journeys at scale.
Routing filters	VanillaSoft's Intellective Routing and geolocation filters continually evaluate and prioritize constituents based on the individual officers' needs, priorities, and objectives. Fully customizable Intellective Routing filters work within the established cadence to ensure you're delivering the "next best" constituents to the right fundraiser, at the right time, for the greatest results.
Dynamic call scripts	Dynamic scripting helps even your least experienced student fundraiser deliver your message accurately and handle any objections they encounter. Completely customizable for each campaign, scripts deliver instructions and prompts for each situation while also enabling officers to quickly capture new information.
Result Codes	Customizable result codes allow student fundraisers to automatically trigger one or multiple actions after each engagement attempt. With just the click of a button, fundraisers can simultaneously trigger multiple different actions, from automatically sending personalized follow-up emails, scheduling call-backs, and updating profile data, to disqualifying constituents.
Omnichannel engagement	Use any combination of phone, email, video, and texting (SMS) to reach your constituents on their channel of preference for higher engagement rates.
Reporting & Tracking	Analyze individual, channel, or segment performance with VanillaSoft's advanced reporting tool. Track real-time efforts with an interactive dashboard and keep your fundraisers informed of their progress and results.
Customizable Interface	VanillaSoft provides a single, intuitive interface that you can use to equip student fundraisers with all the tools and information they need to focus on connecting and engaging with constituents.

BROADER APPLICATION

VanillaSoft also supports Donor Experience Officers, Leadership Annual Giving Officers, and other full-time fundraising staff.
Learn more at: https://vanillasoft.com/fundraising

ACCESSBILITY
- VPAT
- WCAG 2.1

COMPLIANCE
- HIPAA
- PCI DSS
- SOC 2 TYPE 2
- STIR/SHAKEN
  Full Attestation (A)

Engage More. Talk More. Raise More.

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