

SOLUTION BRIEF

VANILLASOFT FOR ENGAGEMENT CENTERS

VanillaSoft is a comprehensive, omnichannel donor engagement solution that empowers student fundraisers to deliver donor-centric engagement experiences. VanillaSoft's powerful cadence-driven workflow brings complex donor journeys to life, building individual relationships between the institution and its constituents, and delivering truly personalized communications at scale. The intuitive interface allows students to ramp up quickly and devote maximum focus and attention to engaging and connecting with constituents.



DONOR-CENTRIC IN APPROACH

VanillaSoft delivers truly personalized donor experiences. With tailored messaging, dynamic cadences, fine-grained donor segmentation, and omnichannel outreach, you will experience greater constituent engagement, satisfaction, and donations. The automated workflow and dynamic scripts ensure your fundraisers are delivering consistent communications throughout a donor's entire journey; from education and awareness, solicitation and fulfillment, to stewardship, renewals, and beyond.

HIGHLIGHTS

ENGAGE DONORS

Craft omnichannel donor engagement journeys with phone, email, SMS, and video.

BUILD RELATIONSHIPS

Create a sustainable donor pipeline by cultivating intentional, lifelong relationships with donors.

PERSONALIZE

Seamlessly deliver meaningful, personalized communications at scale.

PRIORITIZE

Effortlessly segment, prioritize, and deliver constituents to your fundraisers.

ANALYZE

Monitor and evaluate performance with advanced reporting tools.

OPTIMIZE

Make informed decisions based on results to optimize performance.

MAXIMIZE

Increase the quality and quantity of interactions for maximum ROI.



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EMPOWERING ADMINISTRATORS

VanillaSoft empowers admins to build, adjust and ultimately perfect donor engagement workflows across a combination of phone, email, SMS texting, and even video. Complete control over constituent segmentation and call priority—coupled with VanillaSoft's live performance dashboards, custom reports, and active call listening—allow administrators to monitor performance and make informed adjustments to your engagement strategy on the fly.

FULLY CUSTOMIZABLE INTERFACE

Everything your fundraisers need is contained within the easy-to-use VanillaSoft interface. Constituent data, contact history, dynamic call scripts, and calendar scheduling tools are standard, but administrators can add custom fields, external webpages or payment gateways into the VanillaSoft interface. This allows your students to engage in donor acquisition and retention, proactive pipeline development, donor cultivation, nurturing, discovery, and qualification—all from one application.

BETTER AND FASTER AUTOMATED PROCESSES

Intellective Routing filters dynamically prioritize constituents based on program needs, priorities, and goals. Reference prior giving behavior, engagement data, channel preferences, or any data point you prioritize. With VanillaSoft, you're always connecting with the best available constituent, via the best possible channel, at the best possible time.

MAXIMIZING RETURN ON INVESTMENT

VanillaSoft's holistic approach to donor engagement allows you to simultaneously increase the quality and quantity of your interactions, and in turn, maximizes fundraiser efficiency and effectiveness. In so doing, VanillaSoft will help you maximize overall program performance as well as the associated return on program investment.

CUSTOMER SUCCESS

Our world-class Customer Success Managers ensure VanillaSoft customers can extract maximum value from our software from their first campaign, empowering them to turn their donor engagement dreams into reality.

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>



Engage More. Talk More. Raise More.

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