

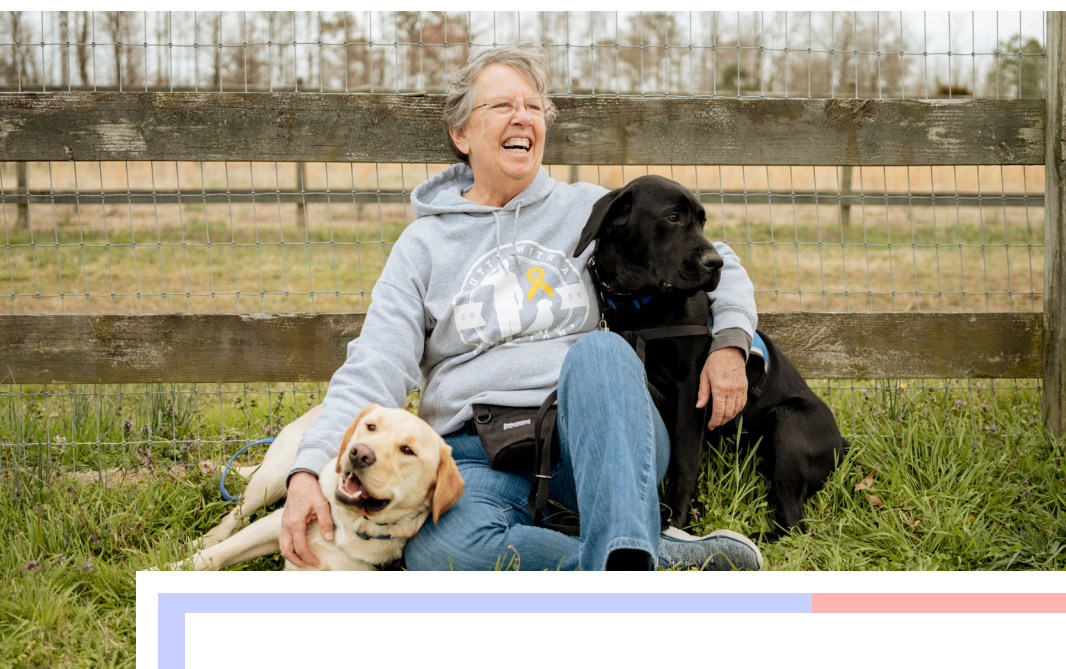


CASE STUDY

Mutts with a Mission engages its community to grow awareness and fundraising.



[Click to Watch Video](#)



Case Study

Founded in 2008 after Executive Director Brooke Corson returned from active duty and saw an opportunity to expand the use of service dogs in the treatment of service members with PTSD, Mutts with a Mission trains service dogs for veterans, first responders, and law enforcement. Located in Virginia Beach, Virginia, Mutts with a Mission relies on a broad base of volunteers to raise puppies from birth—training them to provide emotional support, assist in basic tasks, and generally assist in improving the quality of life of their handlers.

GROWING RELATIONSHIPS WITH DONORS THROUGH MONTHLY NEWSLETTERS AND PERSONALIZED COMMUNICATIONS

Now, their newsletter is reaching a little over 4,000 people.

Designed with the goal of making donor communication effortless, Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) has everything you need to help you reach donors where they're at. "[this platform] is giving donors the opportunity to really see what we are doing."

CREATING A HIGH-PERFORMING AND PROFESSIONAL GIVING EXPERIENCE

From peer-to-peer pages to capital campaigns, Guided Fundraising's customizable giving pages are quick and easy to set up and provide a seamless experience for donors.

INTEGRATED EVENTS AND AUCTIONS BUILT SPECIFICALLY FOR SMALL NONPROFITS

The **events and auctions** features built into Bonterra Guided Fundraising allowed Mutts with a Mission to track RSVPs to their annual graduation ceremony and then follow up after, as well as organize sponsorships and run their auction.

“Bonterra Guided Fundraising has definitely made our relationships with donors and volunteers better. Prior to Guided Fundraising, we were having a hard time getting a newsletter out that people would read.”

“Prior to using Guided Fundraising, we didn't experience donations where we should have. There were too many steps.”

“Being able to set up a specific event and being able to account for people worked out really well for us these past few years. It helps us bring everything into one place”

Ready for better fundraising results? [Contact us today!](#)