



## **Flipcause uses MassMailer to improve internal operations and help support its Non-Profit Customers**

### **BACKGROUND / CHALLENGE**

Flipcause ( [www.flipcause.com](http://www.flipcause.com) ) provides a full suite of fundraising and community engagement technology for the modern nonprofit. This includes support for recurring donations, event ticketing, volunteer management, peer-to-peer fundraising and more all focused on helping organizations build strong relationships with the people who matter the most. They have been in business for 5 years, have over 2000 customer and have helped their clients raised over \$150,000,000.

The founders of Flipcause determined early on that in order to more effectively support their operation and provide excellent customer service and support, they needed to automate email communication with their clients for onboarding, information requests, scheduling, notifications, compliance, collections and more. Initially, this was all being done manually which was very time-consuming.

### **SOLUTION**

Since they were a start-up and could not justify the cost of a product like Marketo or Pardot at the time, they found MassMailer for Salesforce and decided to give it a try.

### **BENEFITS**

During the past 3 years, MassMailer has been fully integrated into their operation for automatically sending emails and follow up reminders based on certain criteria, and updating information. MassMailer is currently used by different teams at Flipcause and supports about 100 different operational scenarios.

The native Salesforce MassMailer app is now a critical piece of the operational support that has been embedded into the organization. According to Ro Valiao, Co-Founder and Chief Revenue Officer at Flipcause, "MassMailer is definitely worth the money".