

MASSMAILER IMPROVES NONPROFIT DONOR ENGAGEMENT

A Heartland Case Study

MassMailer's email solutions assist Heartland Institute in overcoming email integration and campaign targeting issues - read more to learn how.

The Heartland Institute is a nonprofit organization in Chicago that specializes in donor engagement and fundraising to support research, public activities, and advocacy.

However, it is critical for nonprofits to keep their donors engaged and updated with the institute's news and events.

This requires tools that are reliable, scalable, and user-friendly.

Heartland was in search of a communications tool that would allow them to enhance efficiency and accuracy in their campaigns, targeting, and weekly donor updates. Let's understand how MassMailer helped Heartland achieve its communications objective.

The Challenge

Before Heartland implemented MassMailer, they were using ActiveCampaign for all their donor communications and campaign management. Their setup was causing several recurring challenges, even with tweaks and fixes:



Integration Reliability

The integration between Salesforce and Heartland's ActiveCampaign frequently malfunctioned. This created problems like mailing lists not reflecting donor additions. Sometimes, there would be problems sending communications to the intended recipients. Reports were unreliable at best, unable to identify which donors had already been contacted – this hindered the metrics and follow-up processes.



Issues with Campaign Targeting

There were data siloes between ActiveCampaign and Salesforce, which created issues with mailing lists. Campaigns would frequently get sent to uninterested or outdated email addresses, which increased the risks of donor fatigue. It also impeded personalization efforts that Heartland planned.



Manual Processes

Heartland had to set up donor acknowledgement emails manually every time, which included template selection and list filtering. ActiveCampaign's automated workflows were not practical because Heartland required specialized handling for certain donations.



Feature Gaps

Heartland required custom features, like a "Print for Records" button that would allow their donors to print relevant sections for tax purposes. ActiveCampaign could not cater to this need, featuring only out-of-the-box capabilities.

The MassMailer Solution

Heartland adopted MassMailer because of its seamless integration with Salesforce, being a native tool. It equipped them with scalable email campaign management and ease of use, in addition to solving their challenges in the following way:



Native Integration

Unlike ActiveCampaign, MassMailer is designed to be native to Salesforce, allowing for breezy integrations and seamless operation. This capability allowed Heartland access to real-time donor data, enabling dynamic and filterable mailing lists. Heartland can now precisely target its lists and use updated information about new donors to send relevant communications.



Streamlined Campaigns

Heartland gained the capability to send various types of emails using MassMailer, including pre-campaign notifications, donation acknowledgments, and weekly donor updates. MassMailer's template-based system allows them to create quick and consistent messages, which enhances operational efficiency.



Better Usability

MassMailer has an intuitive user interface, which allows non-technical users, like database administrators in Heartland, to operate the system with confidence. The onboarding was simple and straightforward, and the ongoing support helped Heartland achieve familiarity with its features quickly. This was a significant improvement over ActiveCampaign.



Custom Features

Heartland requests an additional custom feature: a print-friendly button for donor acknowledgement emails. MassMailer helped create the button for Heartland, a significant supporter of mission-driven campaigns.



Performance Metrics

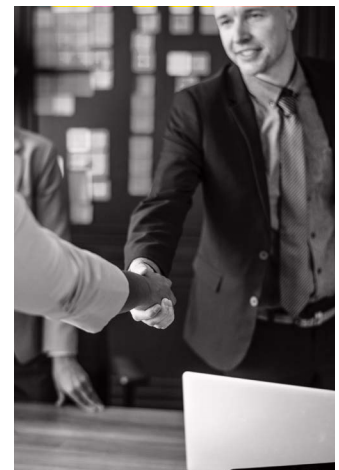
With MassMailer, Heartland is able to send about 3,000 emails every week. They have higher open rates and click-through rates than before, and the integration with Salesforce enables reliable reporting and campaign tracking. They have been able to achieve better donor analytics with MassMailer and Salesforce.

MassMailer: Salesforce-Native, Better, Faster Email

Switching from ActiveCampaign to MassMailer enabled The Heartland Institute to overcome basic issues, such as integration, campaign targeting, and customization. Their donors now receive timely, accurate, and relevant communications.

MassMailer's user-friendly interface, real-time data access, and future-flexible improvements deliver tremendous benefits to Heartland. They now have reliable email deliverability and enhanced operational efficiency.

Try MassMailer for **FREE** → www.massmailer.io



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