Sandy Hook Promise
Non-Profit Case Study

Donor Engagement: MassMailer's Simple Integration for Powerful Performance

Explore how Sandy Hook Promise uses MassMailer to achieve consistent communications with donors for education and value maximization.

Overview

Sandy Hook Promise, a leading nonprofit organization, focuses on preventing gun violence in schools and communities through education. Their upstream prevention programs, mental health services, and student empowerment rely on engaging high-wealth donors and educator constituents across schools and districts.

The organization currently operates on the Salesforce platform, which serves as a hub for all its constituent data.

Challenges

Sandy Hook Promise encountered operational challenges with communication when scaling up. Their newly installed Salesforce platform was proving to be inadequate for the high-stakes communication needs due to its limited functionality.

Sandy Hook faced several challenges with Salesforce:
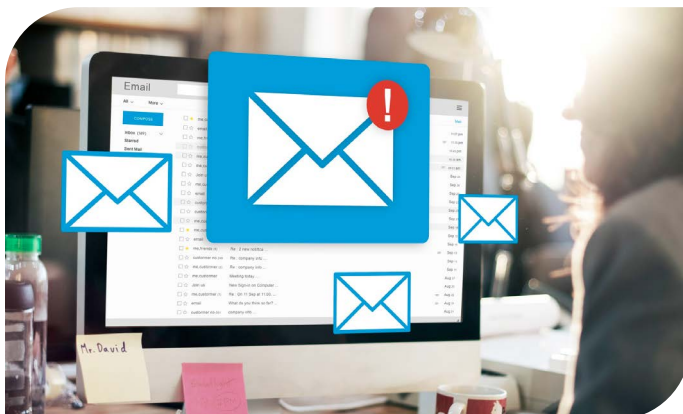
Technical requirements
Salesforce was a complex platform to configure, making it difficult for the marketing and development teams to use effectively.

Data integration
The data stored in Salesforce Custom Objects could not provide the organization with real-time access and merge capabilities, leading to low-quality communications.

Scaling and consistency
Sandy Hook Promise required high-volume and stylistically consistent communications, which were difficult to achieve in Salesforce.

Value for money
The organization required flexible functionality and reliable communication at a cost-effective price to help maximize its ROI.

The MassMailer Solution

Sandy Hook was already working with Salesforce and selected MassMailer for its capability to integrate with the platform for a seamless operation natively. MassMailer simplified its complex communication tasks by providing a high-volume email solution to execute donor outreach without interruption.

The key features that helped Sandy Hook Promise drive success with MassMailer over a period of three years are:

List Segmentation

MassMailer offered Sandy Hook a multi-method approach to building lists. This allowed their marketing team to define recipients using simple Salesforce reports, advanced criteria, and other methods to accommodate users with varying technical skills. It helped ensure that list segmentation was accurate and communications

Simplicity and Repeatability

MassMailer builds on a drag-and-drop interface for creating campaigns and outreach emails. This non-technical workflow allows Sandy Hook's Marketing and Development team to send monthly newsletters and event invitation campaigns smoothly and independently. This simple interface freed Sandy Hook Promise's technical team from providing daily email support.

Robust Custom Object Support

Sandy Hook manages complex donor profiles and portfolios, making it critical to have seamless interaction with custom objects. MassMailer's superior functionality ensures that donor tiers, engagement histories, and other crucial donor data (stored outside of standard fields) can be easily merged and utilized to personalize outreach. Sandy Hook has praised this feature as being far superior to other enterprise-grade marketing tools.

MassMailer: A Simplified Approach to Salesforce Email

MassMailer provided Sandy Hook with a powerful, Salesforce-native communication solution that combined ease of use with functionality and personalization. This made MassMailer an integral part of Sandy Hook's operations, three years and counting. Sandy Hook now executes its communication strategy with MassMailer, which enables regular and high-impact donor engagement by solving core integration and usability challenges of Salesforce.

"MassMailer is just such a great value for the cost. I would recommend it for anyone that was like in a situation like ours where it was like we're trying to figure out how we do this. It should be like the starter pack for non-profits."

— Michelle Anderson, Director of Technology Solutions, Sandy Hook Promise

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