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CUSTOMER SPOTLIGHT
CoppaFeel! and eTapestry

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—Henrietta Atkinson
Operations Manager

eTapestry is helping CoppaFeel! Promote awareness of the signs and symptoms of breast cancer in young people across the UK. The charity empowers people to be proactive about their health and bodies, in addition to raising awareness of cancer diagnosis and discovery.

Henrietta Atkinson, Operations Manager at CoppaFeel! Explains how community fundraising and corporate partnerships raise funds to support their vital cause.

What are your challenges?

"As a relatively new charity, CoppaFeel! has been building a record of activities relating to fundraising using various spreadsheets. But it became clear that a new system needed to be implemented to prevent the duplication of data, and to have one central place to record all of our interactions with supporters and corporate contacts.

"As our team grew, we wanted more from our data management. We needed contact information to be shared across the team to improve communications, and it was clear that it was time to invest in a dedicated fundraising solution."

CoppaFeel! is powered by

- eTapestry®

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How does eTapestry fit your needs?

"We had several prerequisites for our new fundraising solution, and considered a number of different options.

"We're a small charity, so cost effectiveness was a major factor. And we also wanted a cloud-based solution, as we have remote employees who would need access to the system, too."

How has eTapestry helped you succeed?

"Fundraising activities are much more streamlined since we switched to eTapestry. We can record everything in one central place, so I just have to look at a record and I can instantly see a history of all interactions, regardless of who has been working with them. It makes it so much easier for us to keep track of everything; we're saving a lot of time in our day-to-day work.

"eTapestry is also helping us build more personalised relationships with supporters. Because we have so much more information on our supporters, we can better personalise and target our communications. We can record people's preferences and speak to them more personally, which will obviously help us to build better relationships going forward."

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Photo credit: Luke Newman