blackbaud

Meals on Wheels® of Albuquerque

MEALS on WHEELS
ALBUQUERQUE

"To know Meals on Wheels is to love Meals on Wheels. People who know our story connect with us and enjoy giving because they know the impact their donation makes— which is why we have to get better at knowing our donors."

—Annam Manthiram, Director of Development

Meals on Wheels of Albuquerque delivers 141,000 meals every year, bringing not only nutrition, but also companionship to seniors in the community. With expanded outreach in mind, the organization partnered with Blackbaud to put strategy behind its annual appeal, which quickly grew to 500% of the amount from previous years.

Understanding the Meals on Wheels of Albuquerque Donor Base

Annam Manthiram joined Meals on Wheels part-time as a director of development. She recognized immediately that the staff was not using Blackbaud eTapestry to the best of its ability and rallied her team members to use the insight Blackbaud eTapestry could provide them.

Now, Meals on Wheels of Albuquerque can focus on building meaningful relationships with donors and nurturing them to become lifelong supporters. Blackbaud eTapestry helps advance these relationships by capturing communications with the donor, recording key information, and keeping the team focused on a path of trust and transparency.

Meals on Wheels of Albuquerque is powered by:

Blackbaud eTapestry®

Blackbaud Merchant Services™

Streamlining the Giving Process

The online giving process is also easier with Blackbaud eTapestry's DIY forms. Now, donating is quick and hassle-free for supporters online. And with Blackbaud Merchant Services, payment processing is less manual and less expensive. With more money and time saved, Meals on Wheels of Albuquerque can focus on growing its outreach.

Using Annam's experience and the power of Blackbaud eTapestry, the organization created a fantastic segmented and targeted annual appeal. Historically, the annual appeal raises around $4,000; but this year it brought in five times that amount at over $20,000!

Making More Meaningful Connections for Better Fundraising

With Blackbaud eTapestry showing the importance of more touchpoints, Meals on Wheels of Albuquerque now concentrates on prospecting potential donors and generating major donors. In the future, the organization plans to honor its donors with a celebratory event that will also act as an opportunity to improve retention.

With impressive results so far, Annam and her team are able to get the board involved and excited about fundraising. And as more results come in, Meals on Wheels of Albuquerque has a promising fundraising future that will drive it closer to achieving its mission.

Find out what Blackbaud eTapestry can do for your organization's fundraising future.

[**Learn more**]

500%

Of the previous annual appeal sum was raised by Meals on Wheels of Albuquerque in 2016, using Blackbaud eTapestry

"Blackbaud's Support Team members are awesome. I am really, really impressed. They have helped me learn this database from scratch. I have been able to expand my understanding of [Blackbaud] eTapestry using their impressive knowledgebase."

—Annam Manthiram, Director of Development

About Blackbaud
Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.