

CUSTOMER SPOTLIGHT

Operation Smile



“Increasing our focus on monthly donors allows us to speak more reliably to retention rates, attrition, and calculate projected financials in a way that we feel good about. This allows us to expand our programs with confidence and plan for a better future.”

—Ryan Wallace,
Online Fundraising Manager

Operation Smile has provided hundreds of thousands of free surgeries for children and young adults in developing countries who are born with cleft lip, cleft palate, or other facial deformities. Since 1982, Operation Smile has mobilized volunteer medical teams to conduct more than 240,000 surgical missions in resource-poor environments while adhering to the highest standards of care and safety. Their global reach extends to more than 60 countries through its network of credentialed surgeons, pediatricians, doctors, nurses, and student volunteers.

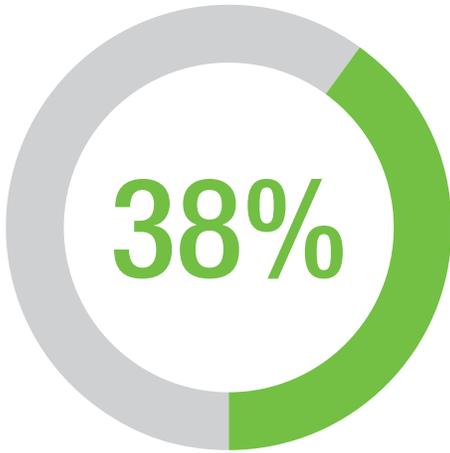
Operation Smile Secures a More Reliable Revenue Stream with Luminate Online and Blackbaud Merchant Services

The test for Operation Smile was one that charitable organizations of all sizes face: cultivate reliable, predictable, and efficient sources of revenue. Not only would its mission benefit from stronger, continued sources of funding, but Operation Smile could be more effective in their future plans and projections with an improved revenue stream.

Operation Smile Online Fundraising Manager Ryan Wallace explained it simply: “The challenge—and this pertains to all nonprofits—is to find ways to secure steady, reliable income sources to ensure that programs can be run efficiently.

Operation Smile is powered by:

- ▶ Luminate Online™
- ▶ Blackbaud Merchant Services™
- ▶ Raiser’s Edge™
- ▶ TeamRaiser®
- ▶ Blackbaud Analytics
- ▶ Financial Edge™



Operation Smile has increased the number of sustainers 38% since the beginning of 2013.

Monthly giving fits that bill, and although your return on investment is actualized more slowly, the long-term value is significantly higher than that of a single donor.”

Supporting a Successful Sustainer Giving Program

Since the beginning of 2013, Operation Smile increased its number of sustainers by 38%. The organization accomplished these numbers through several tactics that involved the power of Blackbaud’s solutions.

First, on their website’s donation hub, Operation Smile implemented an upsell lightbox using Luminate Online. Gifts below a certain dollar amount trigger an ask, based on a well-researched formula, for the donor to become a sustained giver. The organization saw a positive conversion rate between 4% and 5%.

“The challenge—and this pertains to all nonprofits—is to find ways to secure steady, reliable income sources to ensure that programs can be run effectively. Monthly giving fits that bill, and although your return on investment is actualized more slowly, the long term value is significantly higher than that of a single gift donor.”

—Ryan Wallace,
Online Fundraising Manager

The Power of Peer-to-Peer Employee Giving

One unique strategy Operation Smile has deployed to expand fundraising efforts was to leverage Luminate Online TeamRaiser to establish an employee giving program. The organization worked closely with companies that match their employees’ charitable contributions.

The nonprofit incentivized giving by offering prizes to top teams and participants, creating a competitive, peer-to-peer giving environment with goals, incentives, and standings clearly communicated through TeamRaiser.

Incorporating Solutions That Made More Possible

Operation Smile has now extended online efforts to grow its monthly giving program to additional channels through the implementation of additional telemarketing outreach along with direct mail efforts made possible by Raiser’s Edge. Through Blackbaud Merchant Services Credit Card Updater, the nonprofit ensured that it retained or recaptured monthly gifts when its sustainers’ credit cards expired, or were lost or stolen.

Using the power of other Blackbaud solutions, Operation Smile was able to deliver a streamlined program with consistent messaging to sustainers across multiple channels. The strategy paid off for the organization. “Increasing our focus on monthly donors allows us to speak more reliably to retention rates, attrition, and calculate projected financials in a way that we feel good about,” said Wallace. “This allows us to expand our programs with confidence and plan for a better future.”

Learn more about Blackbaud’s tools for online fundraising and digital marketing >