Qgiv®

QGIV CASE STUDY

CROS Ministries

ABOUT

Christians Reaching Out to Society, Inc. (CROS Ministries) serves the hungry in Palm Beach and Martin Counties in Florida through community collaborations.

CHALLENGE:

Since 1978, CROS Ministries (CROS) has been a constant presence in Palm Beach and Martin Counties serving the hungry. The nonprofit organization serves the hungry through four programs that include seven food pantries distributing food at 13 different locations; Gleaning, a produce recovery operation that reclaims fresh produce that would otherwise go to waste from local farms; The Caring Kitchen, a hot meal program; and a summer camp program for children from low-income families.

In late 2019, CROS found themselves in need of a new vendor to host their website and online giving. They hired someone they believed would build them a new website. The website they were promised in 30 days in January was still not ready to launch by the end of March. They realized they had placed their trust in the wrong people. It was a mess… no workable new website, lost trust in their current website and donation platform, and two unresponsive vendors.

OVERVIEW

RAISED OVER
$152,000
IN LESS THAN A YEAR

Challenge:

+ CROS Ministries found themselves in need of a new vendor to host their website and online giving. They needed:

  ✓ A functional online presence as soon as possible
  ✓ A new website
  ✓ An affordable fundraising platform to process online donations
  ✓ Ease of reporting

Solution:

Donation Forms

CROS
MINISTRIES
SERVING THE HUNGRY

This came at the worst time, as the pandemic had just started. As an organization working on the front lines providing essential direct services to their community, they now had to scramble to figure out how to adjust their operations to the evolving CDC and governmental recommendations.

The impending crisis also made it even more imperative that they needed a functional online presence as soon as possible to assure the communities they served that they were still open and serving the hungry. This included an affordable fundraising platform to process online donations. CROS had already tried PayPal, Classy, and EmpowerGiving platforms, which were all costly, proved difficult for donors to make online donations, and never quite fit CROS' needs for reporting purposes.

SOLUTION:

CROS turned to Achieve, a digital marketing agency, who highly recommended Qgiv, a leading digital fundraising platform.

CROS did their due diligence by speaking with three nonprofit peers about Qgiv's platform. Everyone raved about how easy it was for them and their donors to navigate the Qgiv platform—and about how affordable and flexible their pricing was!

Achieve recognized that in addition to the fundraising tools from Qgiv, CROS needed help to build their web presence, drive measurable results, and execute data-driven strategies.

"Not having a fully functional fundraising platform to process online donations at the beginning of the pandemic was extremely stressful. Qgiv made it so easy to get set up and integrate their technology into our new website. Seeing all the donations coming in was a huge relief and confirmed that we had made the right choice to go with both Achieve and Qgiv."

Gibbie Nauman, Director of Development and Community Relations

Achieve created a strategic plan and rebuilt the nonprofit's website on its user-friendly Strive Site Builder platform and launched it in less than a week.

Achieve's approach is simple, but thorough. They learn everything they can about their clients, their story, where they've been, and where they want to go. They leverage their expertise in research, digital marketing, and web technology to understand the task at hand and then act.

"Although the COVID-19 pandemic brought many challenges, it also catalyzed strong professional partnerships to further develop and shine—like ours with Qgiv," shares Marian Williams, Senior Project Manager at Achieve.

THE RESULTS:

CROS dismissed their technology vendors and quickly entered into a strategic partnership with Achieve and Qgiv.

Achieve's customer support team aids the organization with ongoing content management services and technical support, ensuring that the CROS website is always up to date no matter how busy their staff gets.

Qgiv's robust online giving solution was quickly incorporated into the new website, with fundraising tools providing a seamless donor experience.

RAISED OVER

$152,000

IN LESS THAN NINE MONTHS

With an enhanced web presence, plus Qgiv's donation form and efficient processing in place, CROS saw an immediate donor response with a significant increase in their online giving. They went from just over $23,000 in donations from 142 donors with the Classy platform, to just over $57,000 in donations from 100 donors with the EmpowerGiving platform, to over $152,000 from 589 donors with Qgiv in less than nine months!

One of the things CROS loves about Qgiv is the ability to add or remove fundraising tools as needed without being locked in a long-term contract. With a previous vendor, they once got stuck in an expensive annual contract with no way to cancel even though they no longer needed or wanted the service.

"Why couldn't I have found Qgiv five years ago when we were trying to figure out our next step post PayPal? I am just blown away with everything! It is amazing to see all of the donations coming through online, particularly from new donors, many of whom become recurring donors."

Gibbie Nauman, Director of Development and Community Relations

Explore the full suite of digital fundraising tools

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