

SCLERODERMA FOUNDATION BOOSTS ONLINE FUNDRAISING AND MARKETING



Cathexis Partners helps Scleroderma Foundation implement online fundraising software, redesign its websites, and revamp its online communications — with remarkable results.

Building a strong foundation for online fundraising

In 2012, Cathexis Partners implemented Blackbaud’s Luminate Online Marketing™ software — including email marketing, advocacy, donations, e-commerce, and TeamRaiser™ — for Scleroderma Foundation. As part of the project, the Cathexis team redesigned the organization’s primary website, www.scleroderma.org, and refreshed the websites for the organization’s 22 chapters across the U.S. The main site received both the award of Merit in the Winter/Spring 2013 Web Health Awards as well as an American Marketing Association Gold Design award for overall site design in 2012. The Cathexis team also designed and implemented the site for Scleroderma Foundation’s signature peer-to-peer fundraising event, Stepping Out to Cure Scleroderma: www.scleroderma.org/steppingout.

Enhancing online strategy

Since then, Cathexis Partners has helped Scleroderma Foundation enhance its strategy for email communications and online fundraising. One result of this work: The organization more than doubled the number of sustaining donors within one year. The Cathexis team also redesigned the organization’s advocacy home page to be responsive and more user-friendly, and provides ongoing support to the Scleroderma Foundation’s National Office and its chapters for website maintenance, email marketing, reporting, and TeamRaiser peer-to-peer fundraising events.

Expanding into new fundraising territory

Most recently, Cathexis Partners worked with the organization on the World Scleroderma Day Virtual Walk Event, a new initiative as part of its Stepping Out to Cure Scleroderma campaign. This included creating a communications plan, participant coaching emails, and additional campaign details that helped the event raise 30 percent more than the organization’s goal.

HIGHLIGHTS

Cathexis Partners has helped Scleroderma Foundation:

- Design and develop an award-winning website
- More than double the number of sustaining donors
- Launch a new virtual walk event that raised 30% more than the organization’s goal

“Cathexis Partners helps us improve our online fundraising strategy and results at an affordable price. With their help, we’ve more than doubled our number of sustaining donors and increased the total funds raised from our peer-to-peer fundraising events.”

Robert J. Riggs, CEO
Scleroderma Foundation

Contact Us Today

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