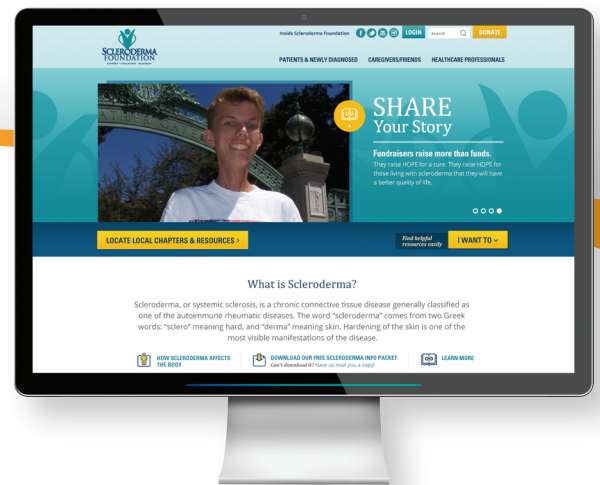


SCLERODERMA FOUNDATION BOOSTS ONLINE FUNDRAISING AND MARKETING

Cathexis Partners helps foundation implement and customize online fundraising and CRM software, redesign websites, and revamp online communications — with remarkable results.



Building a strong foundation for online fundraising

When Cathexis Partners first began working with Scleroderma Foundation in 2012, the Cathexis team implemented Blackbaud Luminate Online Marketing™ software for the foundation. The team then redesigned the organization's primary website, and refreshed websites for the organization's 22 chapters across the U.S. The main site **earned the award of Merit in the Winter/Spring 2013 Web Health Awards and an American Marketing Association Gold Design award** for overall site design in 2012. The Cathexis team also designed and implemented the site for the foundation's signature peer-to-peer (p2p) fundraising event, Stepping Out to Cure Scleroderma.

Enhancing online strategy

The Cathexis team helped the foundation enhance its email communications and online fundraising strategy, resulting in a **significant increase in the number of sustaining donors** within one year. The team also redesigned the organization's advocacy home page to be responsive and more user-friendly, and provides ongoing support to the foundation's national office and chapters for their websites, email marketing, reporting, and Blackbaud TeamRaiser™-based p2p fundraising events.

Cathexis Partners also worked on the World Scleroderma Day Virtual Walk Event, a new initiative within the 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.

Improving constituent relationship management

In 2017, Cathexis Partners implemented Luminate CRM™, Blackbaud's Salesforce-based CRM application, for Scleroderma Foundation. The Cathexis team also customized the application to allow the foundation to give its chapters access only to the data for their specific chapter.

HIGHLIGHTS

Cathexis Partners has helped Scleroderma Foundation:

- Implement and customize Luminate Online Marketing and Luminate CRM software
- Design and develop an award-winning website
- Significantly increase the number of sustaining donors
- Launch a new virtual walk event that raised 30% more than the organization's goal

“Cathexis Partners is a highly valued collaborator in our fundraising strategy and an extension of our development team. They bring measurable results and real-time solutions that have had positive results for our organization.”

Robert J. Riggs, CEO
Scleroderma Foundation

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