VanillaSoft

Gonville & Caius
UNIVERSITY OF CAMBRIDGE

↑ **22%** increase in giving rate

Corpus Christi College
UNIVERSITY OF CAMBRIDGE

↑ **36%** increase in funds raised

TELEFUNDRAISING

YOUR CAMPAIGN. YOUR WAY.

Run your campaign your way with VanillaSoft's fully customisable donor engagement platform. Designed for multi-channel outreach, VanillaSoft simplifies the campaign process for callers and managers alike.

VanillaSoft's flexibility allows you to wrap automation technology around your carefully crafted campaigns – not the other way round – ensuring the best possible experience for your alumni and fundraisers. Delivering best-in-class ROI, VanillaSoft will enable you to increase your calls and achieve your fundraising goals faster.

CAMPAIGN YOUR WAY
Customise the user interface, workflow, and follow-up process to your individual requirements.

CHAT WITH CONFIDENCE
VanillaSoft's logical branch scripting facilitates more natural conversations while keeping your team on message.

BUILD RELATIONSHIPS
Stewardship automation triggers personalised, on-brand emails and text messages based on the outcome of the call. Launch drip campaigns with content customised by donor segment or fund designation for maximum engagement.

UPDATE DONOR SPECIFICS
Track updates to constituent information seamlessly during caller interactions for easy import back into your primary database.

PRIORITISE YOUR DONORS
Dynamically prioritise constituents to ensure you are always calling the next best available prospects in line with your segmentation strategy.

Engage More. Talk More. Raise More.

vanillasoft.com
sales@vanillasoft.com
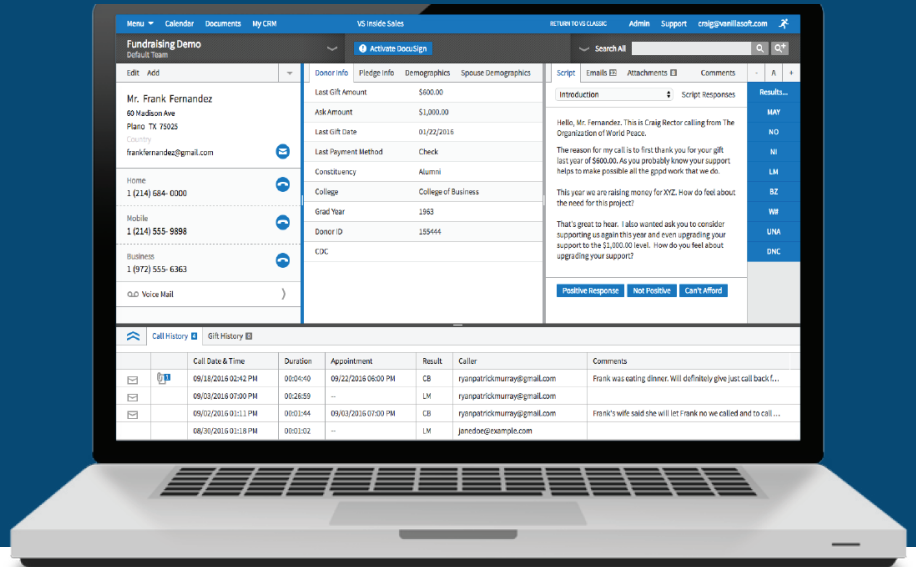972-200-0179
44 (0) 3300 527 468

DIAL WITH ONE CLICK

Draw upon a wide variety of VoIP integration options and associated features including click-to-dial, voicemail drop, call whispering, SMS messaging, and more.

TRACK YOUR PROGRESS

Live dashboards and custom reports ensure you always have the information you need, when you need it, in the format that works best for you.

IDEAL FOR

ANNUAL PHONATHON CAMPAIGNS

DONOR ACQUISITION

INTERNATIONAL CALLING

REGULAR GIFT UPGRADE

AFFINITY & THANKING

EVENT INVITATIONS

> VANILLASOFT GAVE US MORE CONTROL OVER OUR DATA, AS WELL AS THE SCRIPT, CALL OUTCOMES, AND CALLER SCREEN. IT WAS EXCITING TO BE ABLE TO MAKE CHANGES IN REAL TIME, ENSURING OUR CALLERS HAD THE BEST TOOLS AT THEIR DISPOSAL.

MARISSA GREENE ANNUAL FUND MANAGER
CAMBRIDGE UNIVERSITY GONVILLE & CAIUS COLLEGE

Engage More. Talk More. Raise More.