

# EzeCampaigns

## AUTOMATED FUNDRAISING CAMPAIGNS

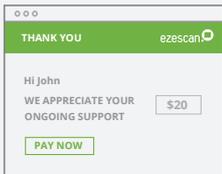
### HOW IT WORKS



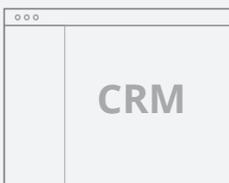
Import your donor contact details into a selected campaign in EzeScan.



EzeScan creates a personalised URL web form to send to your donors via email or SMS.



This personalised web form allows donors to quickly, securely and easily make their donation or update their payment details.



The donation record is then pushed to your organisations CRM, giving you better visibility of your donor interaction.

Managing donor relationships can be a difficult and time consuming process, but it doesn't have to be! With EzeCampaigns you can supercharge your fundraising activities, increase donor engagement and donor contributions.

In this day and age, it is getting harder and harder to keep donors engaged and most importantly donating. The old school method of manually managing paper forms and donor letters is a time consuming task for both the organisation and the constituent, resulting in poor conversion rates and taking up staff resources and budgets.

### DIGITALLY TRANSFORM YOUR CAMPAIGNS

EzeCampaigns helps you transform your donation collection process from using hard copy letters and forms to a digital online experience using email message delivery and personalised web-based forms. Digital forms provide a more efficient and automated process, helping you to speed up your collection process and eliminating the delays inherent with paper-based campaigns.

### CREATE PERSONALISED WEB FORMS

With EzeCampaigns you can create automated personalised URLs to send to your donors via email or SMS by simply importing your list of donor contact details into a selected campaign in EzeScan. From a simple click through link, this personalised web form allows your donors to update their contact details and make their donations securely, quickly and easily via a PCI compliant gateway. This donation form can be personalised with messages and preset payment amounts based on donor history.

### CAMPAIGN MANAGEMENT & VISIBILITY

Through the management console you can review your donor engagement and gauge the success of your campaigns, with real time insights into the effectiveness of your digital campaigns and your conversion rate. This allows your organisation to gain better control of your fundraising initiatives with targeted campaigns to help drive higher funding outcomes, reduce costs, and ultimately fast track the delivery of your 'core' mission objectives.

## KEY BENEFITS:



**SAVE TIME AND  
REDUCE YOUR  
OPERATIONAL COSTS**



**CREATE PURPOSE  
BUILT PERSONALISED  
WEBFORMS**



**IMPROVE YOUR  
DONOR EXPERIENCE  
AND RETENTION**



**REACH MORE DONORS  
AND INCREASE YOUR  
INTERACTIONS**



**INCREASED VISIBILITY  
OF YOUR CAMPAIGN  
SUCCESS**

## CUSTOMER SUCCESS STORY

With the adoption of EzeCampaigns, the Smith Family has drastically boosted donations and improved donor engagement whilst saving over 1600 hours in staff time each year.



“We would send out an email and a text message. It asked supporters to either call us or to go on to the portal and update their details. What we found was a lot of people would click through, but weren’t making it past the login page. With EzeCampaigns a lot more people are updating their details and are doing it quicker. Because of the unique links, supporters don’t have to log onto a portal. Once they update their details, it gets saved to a file and the next day we import it into our CRM.”

- Suzanne Hilellis

Product Owner of Supporter Squad at The Smith Family

The screenshot shows an email interface with a message from forms@ezescan.com.au. The email content includes a 'Thank you' message and a link to a webform. The webform is titled 'Share Christmas Joy with disadvantaged families.' and contains instructions for writing Christmas wishes, choosing a gift voucher, and sharing Christmas cheer. The webform also includes a section for 'WRITE YOUR STUDENT CHRISTMAS WISHES' with a text area and a 'Send a pre-written Christmas message on my behalf' checkbox.

(Personalised email with webform click through)

(Personalised webform example)

## THE EZESCAN ADVANTAGE

EzeScan provides fast, cost effective business process automation solutions including simplified document back scanning, accounts payable, data robotic process automation, forms data extraction, mailroom/correspondence automation and highly integrated EDRMS capture. With thousands of installations in Australasia, North America and the UK, EzeScan is your ideal digital transformation provider.