



Nonprofit Boosts Donor Reach by 42% with 360 VTM/VTP



Industry

Non-profit



Company Size

Not Disclosed



Region

United States



Featured Solution

360 VTM/VTP

The Customer

The customer is a U.S.-based nonprofit organization running donor fundraising campaigns, volunteer recruitment, and community outreach programs through Salesforce Nonprofit Cloud. Donor and volunteer records come in through online giving forms, event sign-ups, peer-to-peer fundraising pages, and direct mail response cards, feeding a Salesforce database the development team relies on for every appeal, newsletter, and event invitation. Maintaining strong nonprofit data quality was essential to keeping these campaigns effective.

Problem Statement

The nonprofit's outreach budget was stretched thin, and a meaningful share of it was going toward emails and calls that never reached a real donor or volunteer. Typos on online donation forms, outdated addresses carried over from past campaigns, and invalid phone numbers collected at events were quietly inflating bounce rates, weakening fundraising deliverability, and driving up the cost of every appeal. With limited staff and an even more limited budget, the team could not afford to keep spending on outreach that landed nowhere.



The Challenge

Reduce the share of donor and volunteer outreach that bounced or went undelivered

Use donor email verification and phone verification at the point of donation, event registration, and volunteer sign-up before records entered Salesforce.

Protect sender reputation across email service providers so future appeals kept landing in donor inboxes.

Stretch a limited fundraising and outreach budget further by cutting spend wasted on unreachable contacts.

Give the development team confidence that donor segments used for major appeals were built on accurate, deliverable contact data.

The Solution

We implemented 360 VTM/VTP inside the nonprofit's Salesforce org to verify donor and volunteer contact information across every intake channel.

- Enabled real-time nonprofit email verification on online donation and volunteer sign-up forms, flagging invalid or mistyped addresses before the record was saved to Salesforce.
- Added real-time volunteer phone number verification with line-type detection, identifying which volunteer and donor numbers could receive SMS event reminders and which could not.
- Ran a bulk verification pass across the existing donor and volunteer database to clean up records accumulated across years of campaigns and events.
- Configured scheduled re-verification through Salesforce Flow so long-term donor contact details stayed current between annual appeals.
- Connected verification status to campaign segmentation, so the development team could build appeal lists from verified, deliverable contacts rather than the full unfiltered database.

The Outcome

With 360 VTM/VTP verifying donor and volunteer contact data at every entry point, the nonprofit's donor communication began reaching more of the people it was meant to reach. Fewer appeals bounced, fewer volunteer reminders went to disconnected numbers, and the development team stopped losing outreach budget to contacts that were never going to respond. Each appeal became more cost-efficient, improving fundraising deliverability and freeing up budget that could go back into programs instead of undeliverable email sends.

The Impact

42% increase in
verified donor
reach

73%
fewer bounced
fundraising
emails

29%
higher donor
campaign
response rates

14 hours
saved weekly
on supporter
data cleanup

91% of donor and
volunteer records
verified and
updated



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