



Strengthening donor relationships and delivering faster, more meaningful engagement across calls, social media, and donor services

Industry: Nonprofit / International Humanitarian Aid

Client: A respected humanitarian organization, providing urgent medical assistance in crisis zones across the globe.

Timeframe: 2018 – present

Case Study



The Client

The client is one of the world's most respected humanitarian organizations, providing urgent medical assistance in crisis zones across the globe. To sustain its mission, the organization relies on strong donor relationships, high-quality engagement, and operational efficiency in fundraising.



The Challenges

The client faced increasing challenges in managing high volumes of donor interactions and feedback across multiple communication channels:

- Large-scale call volume management with donors expecting quick, professional responses.
- Fundraising support during peak giving periods, requiring skilled agents to maximize contributions.
- Omnichannel engagement, including social media interactions and donor service requests.
- Complex donor concerns, ranging from sensitive topics to operational issues like mailing frequency, canvassing feedback, and donor portal usability.



The Solution

The client needed a partner capable of not only answering donor inquiries but also building trust, encouraging pledge increases, and ensuring donor satisfaction at scale. AnswerNet was selected to deliver comprehensive donor engagement across phone, social media, and Zendesk channels.

Our team provided 24/7 inbound support with nearly 90% of calls answered within 30 seconds, converted up to 10% of calls into direct donations, and managed high-value gifts of up to \$50,000 while fostering pledge increases. Additionally, we strengthened donor relationships through omnichannel engagement, responding to thousands of Facebook comments each month, and delivered actionable insights by tracking donor sentiment, concerns, and feedback through monthly reporting.



The Result

With AnswerNet's support, the client raised over \$600,000 (≈ 1,100 donations) in a three-month period, securing multiple high-value gifts up to \$50,000, and maintaining nearly 90% of calls answered within 30 seconds. Thousands of donor interactions were managed across channels each month, while ongoing feedback and insights helped the organization refine strategy and strengthen donor relationships.

\$600,000+

Raised over a three-month period with AnswerNet's contact center support

For more information, call, text or visit us online.

800.411.5777 | [answer.net.com](https://www.answer.net)

answerNet