



Case Study: The Empowerment Approach

The Empowerment Approach is a non-profit organization that funds programs in creative artistry, history, education, and mentorship with the overall goal of educating the community about different historical values and traditions.



Services Used

- Donor Management
- Social Media
- Email
- Coaching
- Demo
- System
- Campaign Planning and Management

The Challenge

The Empowerment Approach wanted a multifaceted platform that reduced the number of its manual administration processes, tracked metrics for evaluation, and maintained donor and contact lists. While some products offered one or a few of these features, they couldn't offer all of them. Product A may have featured an interactive dashboard, while Product B focused on donor monitoring. But the organization struggled to find a single, easy-to-use solution that would meet all its needs.

The Solution

Auxilia offered The Empowerment Approach, an intuitive platform with various tools and features to help them streamline operations and grow its reach. Another significant added value of Auxilia is the fundraising coaching sessions with Auxilia's Executive Director Ayanna Rutherford. Empowerment Approach staff learned how to overcome fundraising obstacles and think more critically through these coaching sessions.

Ayanna worked with The Empowerment Approach to create sustainable fundraising ideas supporting individual giving, increasing board participation as well as engagement. The sessions go beyond just fundraising, they are about community engagement and raising The Empowerment Approach's profile.

The Results

Auxilia's expansive and versatile platform helped satisfy the immediate needs of The Empowerment Approach, while also offering additional features like reporting, payment processing and social media integration. These additional features helped The Empowerment Approach evolve and carry out its mission in a way that extends beyond its community. The coaching sessions allowed The Empowerment Approach to bring back ideas and strategic recommendations to its Board for discussion and eventual implementation. As a result, the organization is currently in the process of launching two fundraising campaigns to re-engage existing donors and acquire new donors - while increasing its social media presence.



“In one word: AMAZING! As I continue to become acclimated to the different features, Auxilia is always willing and eager to answer my questions in a timely manner. If there are any bugs discovered, they log the issue with their development team to ensure we are viewing the expected results ... It was worth the investment.”

