

## Vets2Industry is a 501c3 nonprofit that provides a free resource library for the entire military community.

The goal of founder and CEO Brian Arrington, USAF (RET), M.S. is providing knowledge, connections, opportunities, and, more importantly, HOPE to the military community.



### Services Used

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

### The Challenge

Prior to partnering with Auxilia, Vets2Industry was utilizing five different systems – and felt lost. The team was working with a limited budget. Donors were slipping through the cracks, unnoticed. The organization came to Auxilia looking for donor management software that could not only foster growth, but also help team members and volunteers throughout the process. They wanted to be able to track their donors, thank them, and seamlessly put together year-end tax reports. They wanted to be able to do it all on one platform.

### The Solution

Vets2Industry signed up for Auxilia's full fleet of services, utilizing the donor management system and all its capabilities, including donor management, events management, email services, reporting and social media campaign planning and administration – including managing Vets2Industry's 47,000 LinkedIn followers. Vets2Industry team members also attended coaching sessions from Auxilia professionals and participated in a demo upon signing. Auxilia provided Vets2Industry with fundraising strategies and support through the partnership.

## The Results



**30% Increase  
in Donations**



**Average Retention  
Rate of 20.9%**



**97% Deliverable  
Rate for Email**

After working with Auxilia, Vets2Industry recorded a 30 percent increase in donations and an improved average retention rate of 20.9 percent. The organization also noted that Auxilia's email feature allowed them to increase engagement - while averaging a 97 percent deliverable rate for email communication. Auxilia's all-in-one platform enabled team members to migrate all spreadsheets and contacts seamlessly for optimal efficiency. And with Auxilia's help, Vets2Industry was able to use more of its donations to grow its team and database to ultimately help more veterans.

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“I was an electrician in the Navy - not a fundraising professional. So, without Auxilia, I would be lost. Their entire executive team has become our partners and without them, we would not be successful. Every time I call, they answer the phone and the response times on email are impressive. Whenever we have a question, it is answered the same day. Between the donor database, social media, email campaigns, and the fundraising coaching session, we could not be any happier.



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Spend less time overseeing day-to-day business operations -  
and more time executing the long-term vision for your nonprofit.