

***engaging* NETWORKS**

Future-Proofing Fundraising: Oxfam's Strategy for Integration, Retention, and Growth

**HOW TO BUILD A CONNECTED, FLEXIBLE
FUNDRAISING STACK THAT SCALES WITH YOUR
MISSION**



OXFAM
America



Overview

Oxfam, a global organization seeking to fight inequality and end global poverty, wanted to build a future-proof, integrated digital ecosystem that could scale with their mission and adapt to their evolving needs. With other systems already implemented, they needed a flexible fundraising and advocacy platform that would be integral to their modern tech stack. Engaging Networks was chosen due to its world-class fundraising suite with integrations built-in to work perfectly alongside their other databases, including Salesforce and HubSpot.

Rethinking the Tech Stack

The suite of tools Oxfam had relied on to power their digital fundraising was being sunset, prompting them to undertake a migration of their fundraising tools and donor data. Rather than finding another all-in-one platform, Oxfam had a vision of a modular, API-driven stack where every component could integrate seamlessly with each other.

Their platform goals were:

- **A flexible fundraising platform with a strong Salesforce connector**
- **Compatibility with their email platform, Hubspot**
- **A tool built to optimize recurring donor programs and management**
- **The ability to create personalized messaging and custom donor journeys**



One Hub, Many Connections

After extensive evaluation of multiple platforms, Oxfam chose Engaging Networks as their preferred fundraising and advocacy tool. Engaging Networks provided the most flexibility and integrations that could adapt to their existing tech stack, and future additions as well.

Engaging Networks became the hub for fundraising, processing donations, and supporter advocacy, while Salesforce maintained their database of record and HubSpot supported email communications. The systems were connected through bi-directional data syncs on an individual donor level, giving Oxfam the ability to track, manage, and optimize supporter journeys across platforms.

Especially critical to operations, the Salesforce connector enabled Oxfam's fundraising team to view and edit donor data directly within Salesforce, providing powerful donor management capabilities. This improved data visibility allowed even supporters acquired through non-digital channels, like face-to-face or direct mail, to be in the system and easy to manage.

With the help of Engaging Networks' support team, Oxfam was able to successfully migrate their full recurring donor base from their previous system. This was possible due to Engaging Networks' variety of payment processor options, allowing Oxfam to simply re-tokenize their existing payments from the same tool onto the new platform. This is typically an area where, during migrations, many organizations experience high amounts of donor revenue loss.

"The migration of our recurring donors from the previous system into Engaging Networks was outstanding... They really cared for that process. We saw the full donor base migrate over without much issue at all."

**~ John Abdulla, Director of Constituent Product
at Oxfam America**

Results

- **Successful migration of recurring donors** with minimal disruption or donor loss
- **Real-time integration with Salesforce**, providing quick access to donor data between platforms
- **Improved efficiency:** Custom forms allow the fundraising team to build pages without the need for developers or technical assistance
- **Cross-platform sync between Salesforce, HubSpot, and Engaging Networks** provide a unified supporter experience

The platform has proven to be reliable during major fundraising campaigns, with no downtime or technical issues.

“It really has been... a reliable platform that’s been able to be there for us in those big moments,” said John Abdulla, Director of Constituent Product at Oxfam.

For Oxfam, Engaging Networks became a trusted provider for their digital transformation. They’ve built a foundation tech suite provides them exactly what they need to further their mission and empower supporters.

“It really has been a reliable platform that’s been able to be there for us in those big moments”

About Us

Engaging Networks helps nonprofits take their fundraising campaigns into the modern age with a product built specifically with their needs in mind. For over 25 years, we’ve provided a reliable solution for nonprofits across the world to bring power to their mission, and do more good.

***engaging* NETWORKS**