

# Recurring Donor Migration: Transformation and Growth through Technology

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**CHILDREN'S AID FOUNDATION OF CANADA GROWS  
MONTHLY GIVERS BY 175%**



Case **Study**



## Leading Change in Child Welfare

Children's Aid Foundation of Canada (CAFC) is a trailblazer and the country's leading charity focusing on child welfare. The organization supports children, youth, and families who have been involved in child welfare at all stages including kids at risk of abuse, neglect, and abandonment, children and youth currently in the child welfare system who may be living in foster care or group homes, and youth who have "aged out" of the child welfare system, confronted with navigating life on their own. Supportive programs and funds cover a range of services like education, mental health, employability, housing, and preventative work.

### The Challenge: Digital Transformation Ahead

Children's Aid Foundation of Canada set out to transform its digital strategy and modernize operations by addressing the shortcomings of their antiquated legacy platforms: limited customization on donation pages, lack of options for recurring donors to update their gift and payment information, inability to integrate with Raiser's Edge, and no mobile optimization.

Managing data across multiple tools for email marketing, donation pages, and within databases was cumbersome and time consuming for staff, reinforcing the need for a unified platform to address all these needs, streamline operations, and also support bilingual content in English and French. Leadership recognized some of their tools and processes were outdated and it was time for a change.



## The Solution: Adopting Engaging Networks

Children's Aid Foundation of Canada wanted a one-stop shop comprehensive solution to address all its core requirements. CAFC recognized significant risks associated with the transitioning of monthly donors to any platform, and wanted a reliable partner to help the organization navigate this important process. Engaging Networks was selected because it was both a strong fit on technical requirements, and inspired confidence that it would provide necessary support and expertise through the transition.

Digital transformations do not happen overnight. The organization took a thoughtful and thorough approach to its digital transformation, focusing on organizational change management, tools configuration, testing, optimization, and donor conversion. The multi-year migration was complex and included implementing peer-to-peer fundraising, donation pages, and email marketing, along with the launch.

## Transitioning Donors: Converting Risks into Opportunities

Potential loss of recurring donors, an integral piece to any organization's fundraising strategy, was identified as one of the main risks of transition. Migrating recurring donors to a new platform is a common pain point for organizations—it is not as simple as uploading a data file to the new technology host. Stemming from privacy regulations, the process requires manual intervention, with donors needing to take specific steps to authorize and complete the transition.

Staff carefully prepared for the transition, revamping their recurring giving program, focusing on data hygiene, and developing an extensive and engaging communications plan to smooth donors' transition to the new platform. Donors were segmented by their preferred contact methods, including mail, phone, and emails.

Ongoing outreach guided these valuable supporters through the transition process. The legacy platform remained operational for nearly a year, allowing ample time for donors to switch.

Meticulous preparations and efforts paid off. The organization was able to retain 90% of its recurring donors, with 55% of those retained upgrading their monthly gift size during their time on Engaging Networks.

*"We've done a whole new monthly donor strategy since we've been on Engaging Networks, because of all the capabilities it provides us. This has included engaging our monthly donors with unique welcome series and targeted messaging, which helped us foster the relationship between the donor and the Foundation even further.... we've totally grown our monthly donor program, which wouldn't be possible on the platform that we had before."*

**~ Hannah Scott, Senior Manager of Direct Marketing and Annual Giving**

***engaging* NETWORKS**

## Post-Migration Success: Enhanced Donor Engagement

One of the biggest risk factors also turned out to be a tremendous opportunity to engage recurring donors and upgrade their giving. Improvements in segmentation led to higher open rates and engagement scores. Children's Aid Foundation of Canada was able to tailor communications based on its donors' preferences and engagement history, reducing fatigue and making communications more relevant. Their recurring donors grew by 175% during their first year on Engaging Networks. Engaging Networks' automation and data capabilities were pivotal in this growth.

Engaging Networks' modernized platform not only benefits Children's Aid Foundation of Canada staff, but has also enhanced donor experience, putting them in the driver's seat and empowering them to manage their giving through the Supporter Hub where they can update their giving and payment information, review giving history, and even pause donations. Recurring donors can now also receive automated reminders and tax receipts, which wasn't possible before. All these changes have been well received by donors, who have described the new system as more professional and user-friendly.

The new platform is also easier to use for the organization's staff, who are both freed up from day-to-day management through automation and able to provide more meaningful donor experiences with less effort, making operations smoother and more efficient.

*"Engaging Networks has been a game changer for us. We've been able to offer so much more to our donors and appreciate the user-friendliness of the platform. Most staff find it's super easy to use, making training and adoption much easier."*

**~ Hannah Scott, Senior Manager of Direct Marketing and Annual Giving**

### Key Takeaways

- \* Engaging Networks provided Children's Aid Foundation of Canada with a comprehensive, all-in-one platform that met the organization's needs.
- \* Thoughtful preparations and communication strategies minimized the risks of transitioning recurring donors, helping to retain almost all donors.
- \* Enhanced segmentation capabilities and automation improved engagement and led to significant growth.
- \* The new system is user-friendly, empowering recurring donors to manage their donations through the Supporter Hub and resulting in smoother operations and satisfied staff.



## About Us

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Engaging Networks helps nonprofits maximize their impact through a suite of world-class online fundraising and advocacy tools. Nonprofits of every size and cause—from human rights to disaster relief—use our platform to raise money, engage their communities, and advance their missions. For over 20 years, we've powered tens of millions of donations from over 190 countries and raised over \$2 billion for social good. Engaging Networks is a flexible, completely customizable and innovative software platform for nonprofits.

[Request a demo](#) to learn more about how we can help your organization.

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