



# JustGiving Integration

Automating charity administration and driving donation revenues



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By integrating JustGiving with your charity, accounting or email marketing applications you can dynamically monitor, report and react to real-time performance data. Isn't it about time you enjoyed the commercial benefits of automation?

Orbis Software and its global partner community have collaborated to deliver the drag and drop functionality you need to quickly and simply integrate with JustGiving.

## The Problem:

JustGiving is used by charities both large and small but the data it holds is unconnected from a charity's donor management, marketing and financial applications. This is holding back charities in terms of decision-making and driving revenues.

## The Solution:

The TaskCentre JustGiving Integration solution automates the flow of information between JustGiving and a charity's applications so that marketing campaigns can be automated and reports are dynamically created and distributed.



» JustGiving Integration

### Automated donation alerts, reports and updates

JustGiving is a widely adopted donation platform that has helped 21 million people raise £1.5 billion since 2001. Yet charities are under pressure to monitor and react to real-time data held within JustGiving.

TaskCentre removes the manual analysis of JustGiving by automatically alerting staff when a large donation has been made, supporting pages have been created or event KPI's have been hit e.g. whether "x" amount has been raised by "x".

### Driving donations via marketing automation

Competition for charitable donations is more competitive than it has ever been and organisations are under increasing pressure to connect real-time performance with supporting business functions such as marketing. Yet the problem is that CRM or email marketing platforms cannot see data held within JustGiving.

TaskCentre can not only integrate JustGiving data with CRM systems but it can automatically create, execute and report on email marketing or social media campaigns when donation levels are low or the event is approaching its conclusion.

### Providing street fundraisers with another option

Street fundraisers play a key role in a charity's donor strategy but persuading a citizen to sign up to a regular direct debit there and then is a tough task. More importantly, charities find it hard to correlate one off payments made elsewhere to the contribution of a given street worker.

TaskCentre allows charities to dynamically create unique JustGiving pages for street fundraisers to use so that later 'one off' payments can be related back to a street fundraiser conversation.

### Want to learn more about TaskCentre?



#### TaskCentre Brochure

What is TaskCentre, how does it work and what will it do for your business? Find out today.

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