

Thrive helps grow social engagement in just minutes a day

smallact
Make a big impact in social media.

Case study



GREATER WASHINGTON

"It's very, very useful if you're like me and your schedule is erratic and you can't be tied to your computer."

- Julia Cain, Social Media & Special Projects, The Catalogue for Philanthropy: Greater Washington

The Catalogue for Philanthropy: Greater Washington, a family of more than 300 nonprofits located in the Washington metropolitan area, needed to build their online community. But staff limitations mandated a simplified social media solution.

The problem: Doing a lot with a little

With so much happening at the Catalogue, there was little time to spare for Twitter and Facebook. That meant the person tasked with cultivating audiences on those platforms required a particularly efficient tool.

The solution: Thrive's empowering simplicity

The Catalogue found that tool in Thrive. It enabled the organization to swiftly build their online network.

"It's a logistical tool that makes it easy for me to do multiple things at once," said Julia Cain, who manages social media and special projects for the Catalogue. "When you're dealing with a website, and a blog, and Twitter and Facebook, it gets very easy to prioritize one over the others."

But with Thrive, it's easy to build audiences on Twitter and Facebook, and drive those audiences to the Catalogue's website and blog.

The result:

A growing community, increased engagement

Within seven months, the Catalogue's number of Twitter followers rose 65 percent and their number of Facebook fans was up 21 percent. The organization was elated to see they could do a lot with a little.

Perhaps more important, though, are the qualitative improvements Thrive yielded. The Catalogue now feels better connected to its supporters and partners.

All this has led Cain to repeatedly recommend Thrive to her peers — including those who aren't certain how they can tap social media's potential.

"It's working for us very well," she said. "Even if you're not a social media or web person, it's definitely a good tool that's very easy to use."

About Small Act

Small Act empowers you to take social media to the next level, enhancing your fundraising, major gift-prospecting, event-planning and advocacy efforts. With their SocialData, Key Donor Intelligence, and SocialCRM solutions, Small Act proudly serves hundreds of clients, including The Nature Conservancy, National Wildlife Federation, and American Heart Association.

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