

CASE STUDY

Answering the Call for Miracles

How ListenTrust scaled donor engagement for a nationally recognized children's hospital fundraising network.

Client Snapshot

Client

One of North America's largest nonprofit children's hospital fundraising networks

Reach

Supports more than 170 nonprofit children's hospitals across the United States and Canada

Industry

Nonprofit Healthcare Fundraising

Engagement

High-volume inbound donor support and donation processing

Background

A nationally recognized nonprofit coordinates high-volume fundraising campaigns across North America to support children's hospitals, where accurately handling tens of thousands of donor calls is critical to maximizing life-saving funding for care, research, and family support.

The Challenge

Major fundraising campaigns generate sudden surges in donor calls that require rapid operational scaling and precise data capture.

The organization needed a partner capable of:

- ! Scaling agent staffing rapidly for media-driven fundraising events
- ! Managing tens of thousands of inbound donor calls during campaign peaks
- ! Delivering a compassionate, mission-aligned donor experience
- ! Accurately capturing donor information for both one-time and recurring monthly contributions
- ! Protecting revenue by eliminating data errors and missed calls

Without a scalable operational model, the organization risked lost donations and reduced long-term donor engagement during critical fundraising periods.

The ListenTrust Solution

ListenTrust implemented a scalable operational framework specifically designed for nonprofit fundraising campaigns. Key elements included:

56K
Calls

24/7 Dedicated Agent Teams

ListenTrust maintains trained agents prepared to support donor inquiries and process contributions at any time.

Structured Donation Data Capture

Refined processes ensure both one-time and recurring donations are accurately recorded and reported.

42K
Donations

Rapid Staffing Scalability

Agent teams can be expanded quickly to support large fundraising campaigns and media-driven call surges.

Mission-Aligned Donor Engagement

Agents are trained to represent the nonprofit's mission with empathy and professionalism, creating a trust-driven environment that encourages giving.

\$1.6M
Processed

Event-Focused Preparation

Dedicated teams are trained and prepared in advance for major radio and media fundraising events.

Through close collaboration with the organization's leadership team, ListenTrust continuously refines its operational processes to support high-volume donor engagement.

Results

ListenTrust's scalable donor engagement model has delivered consistent performance across the nonprofit's fundraising initiatives.

56,000 Calls Managed Annually

High-volume inbound donor engagement during fundraising campaigns.

42,000+ Donations Processed

Strong donor participation and conversion rates.

\$1.5M – \$1.6M in Donations Processed Each Year

Reliable revenue capture supporting children's hospitals.

Improved Accuracy of Recurring Donations

Optimized data capture strengthened long-term donor value.



Impact

By combining scalable staffing, disciplined operational processes, and mission-aligned donor engagement, ListenTrust helps large nonprofit healthcare organizations maximize the effectiveness of their fundraising campaigns—ensuring every donor interaction contributes to life-saving care for children and families.