

CASE STUDY

Expanding Giving Through Cultural Connection

How ListenTrust unlocked Hispanic donor growth and increased recurring donations for a leading children's hospital



Client

Leading children's hospital and pediatric research center

Industry

Nonprofit healthcare and mission-driven fundraising

Engagement

Spanish-language donor engagement, inbound/outbound fundraising, and event support

Background

A leading children's hospital sought to expand fundraising into the Hispanic market, requiring culturally fluent donor engagement to increase both one-time and recurring contributions.

The Challenge

Despite strong national fundraising performance, the organization lacked the infrastructure and cultural alignment needed to effectively engage Spanish-speaking donors. The hospital needed to:

- ! Build a culturally aligned Spanish-language fundraising strategy
- ! Increase recurring monthly donations for sustainable funding
- ! Establish trust with a new donor audience
- ! Scale staffing for high-volume fundraising events such as radiothons
- ! Maintain consistency across daily inbound and outbound donation calls

Without a dedicated approach, significant donor potential remained untapped.

THE LISTENTRUST SOLUTION

Dedicated Bilingual Fundraising Model

ListenTrust established a long-term, Spanish-language fundraising team in Hermosillo, Mexico, operating as a true extension of the hospital's foundation.

Key components included:



Dedicated, Mission-Aligned Team

Approximately 30 agents assigned exclusively to the hospital's campaign, many supporting the program for over nine years.



Event-Ready Scalability

Infrastructure supports dynamic staffing increases during radiothons and high-volume fundraising periods.



Deep Cultural and Mission Integration

Agents and management are immersed in the hospital's mission, enabling authentic, trust-driven donor conversations.



Embedded Operational Model

The team functions as an in-house Spanish-language fundraising department rather than an outsourced vendor.



Ongoing Donor Education

Structured engagement encourages both one-time contributions and recurring monthly giving.





Results

ListenTrust's culturally aligned fundraising model delivered significant improvements in donor engagement and revenue performance.

Nearly 200% Increase in Recurring Monthly Donations

Substantial growth in sustainable donor contributions.

90%+ of Spanish-Language Calls Managed

Primary support for the hospital's Spanish-speaking donor audience.

Consistent Weekly Fundraising Performance

Regularly exceeded donation targets.

Successful Event Scaling

Maintained service quality and performance during radiothons and peak campaigns.

Long-Term Partnership Stability

Sustained performance driven by team consistency and mission alignment.

Impact

By combining cultural fluency, long-term team consistency, and mission-driven engagement, ListenTrust enabled the hospital to unlock new donor growth, strengthen recurring revenue streams, and expand its ability to provide life-saving care to children and families at no cost.