

Customer Showcase: Hispanic Development Fund

About Hispanic Development Fund

Set up over 35 years ago in Kansas City, US, the Hispanic Development Fund (HDF) seeks to improve the lives of Latino families in their community by inspiring philanthropy and providing grants and scholarship support. With an increase in virtual giving and wanting to spread their message further, the Hispanic Development Fund set up their ToucanTech website last year, and since then they have raised thousands of dollars through their platform.

Annual fundraising campaign success

Raising \$237,000 in 2020, the Hispanic Development Fund uses powerful language and clear signposting to convince supporters to double their impact through Hispanic Heritage month by donating to their matched giving campaign, the result of which supported 96 scholars in 2019.

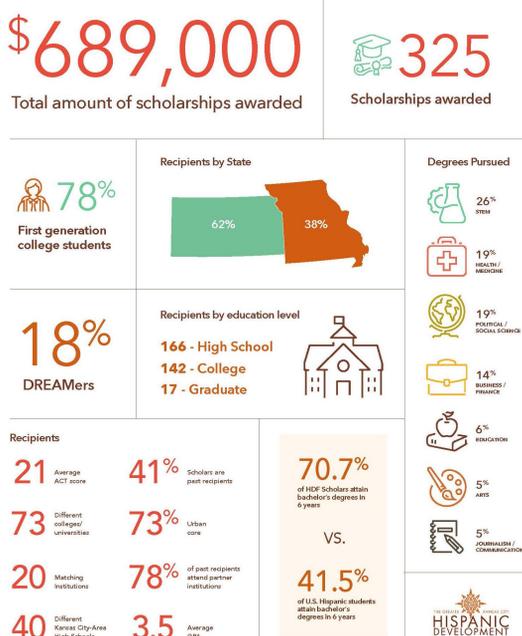
The foundation also used their platform to respond with agility to the pandemic crisis, by setting up their HDF COVID-19 fund to provide much-needed aid to their community through supporting social care, education and food bank organisations around the Greater Kansas City area.

Using their communications to tell a story

Telling the story of your cause is one of the most important aspects of fundraising, and the Hispanic Development Fund ensures that their communications never stray from helping their current and potential donors from finding their reason to donate. One way they use their communications to help share their story is through their regular newsletters, which include reflections from donors as they talk about the importance of supporting their cause and why they give back to their community.

From supporters to beneficiaries, on their website proud HDF alumni share their experiences and the opportunities that have been opened to them through this cause, as well as passing on advice for the next generation of Hispanic students.

2020 HDF SCHOLARS



Supporting their community while fundraising

As well as using their site as a fundraising platform, they provide instant support to their community through their resources page, providing bilingual, high quality college prep materials to support students applying for higher education, alongside information for different scholarships that they can apply to.

Their fantastic, multi-purpose website enables donors to see exactly how they are helping, and encourages potential supporters to take the next step to donating through effective calls to action and compelling communications.



WHY I GIVE

"Teaming with HDF allows me the opportunity to provide scholarships to students seeking the same opportunity I sought while pursuing my degree at Kansas State University. Providing a scholarship to HDF Scholars and rewarding them for their hard work, as well as for their decision to attend K-State, is extremely rewarding for me and I am grateful for being a part of each of these scholars' journeys." - **Gabriel Hernandez**

"The ToucanTech product seamlessly flows from CRM, to database, to communications tool, but customer service is what really sets ToucanTech apart!"

**David Ochoa, Executive Director,
Hispanic Development Fund**

ToucanTech customers are creating strong community connections all over the world. Discuss ways to make your community more engaged with an experienced ToucanTech engagement evangelist; organise a time to talk to the team [here](#).

You'll find more fundraising, alumni and community management success stories [here](#).

What ToucanTech can do for you.

CRM

Track activity, measure engagement, capture consents, create postal labels, sync emails

Community

Connect your members (e.g. alumni, parents, supporters) on a private network, synched with social media

Fundraising

Process and log donations, set up funds, log tax relief, run reports, track donors

Database

Import, filter, search and update records, create custom fields, forms and run complex reports

Email

Create and send beautiful email newsletters, tracking open stats, remove bounced emails, manage unsubscribes

Clubs/ Groups

Set up sub-groups within your network, with their own news and events

News

Publish news stories and other content, tag people and share on social media

Gallery & Resources

Post photos, artwork, year books, magazines and tag, categories and share

Mentoring

Feature mentors, post jobs, publish careers guides and news, allow students/ alumni to search for mentors and track interactions

Events

Plan your dinners, reunions and concerts, send reminders, book tickets, process payments