

# MEANINGFUL MEETS EFFICIENT

Build stronger connections with supporters, nurture major donors, and save time by using valuable, automated stewardship actions with Humanitru.



## Personalized Stewardship That Scales

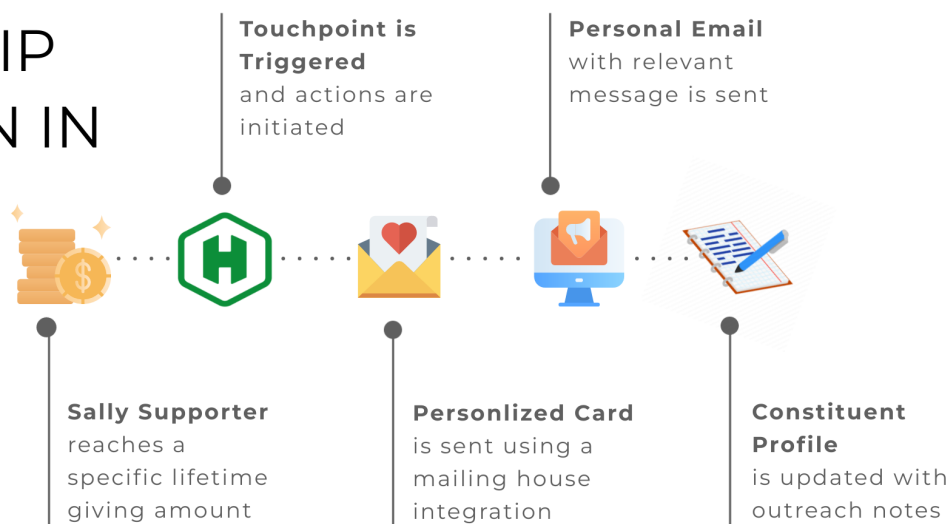
What if you could maximize your fundraising budget by efficiently stewarding mid-level and major donors without reducing capacity elsewhere? What if you could also ensure that each supporter received a personalized experience and that none would fall through the cracks?

**Humanitru Stewardship Automation** was created to allow you to do just that.

This powerful tool automates the stewardship process effectively and precisely using real-time supporter data, leading to increased engagement and richer relationships. Not only can this automation maximize the return on your stewardship touches, it saves time and resources to improve overall workflow efficiency.

## STEWARDSHIP AUTOMATION IN ACTION

When a supporter meets stewardship criteria that you set, a personalized touchpoint is launched, ensuring no constituents fall through the cracks.





## Benefits of Humanitru Stewardship Automation:

### Meaningful Outreach

Rather than being limited to typical transactional responses, any supporters who meet the criteria that you determine can automatically receive essential stewardship touches to build stronger connections.

### Personalized Delivery

Leverage data to create highly personalized touchpoints that resonate with each supporter's unique preferences and actions. Craft engagement strategies driven by their interaction history, ensuring a tailored and thoughtful approach.

### Holistic Data Visibility

Eliminate data silos that get in the way of your success! Consolidated supporter data means that fundraising, stewardship and marketing teams have full visibility into constituent engagement and stewardship touchpoints.

### Real-Time Insights

Make informed decisions with real-time supporter data, empowering your stewardship efforts with actionable insights. Swiftly adapt and tailor your approach, ensuring it remains timely, relevant, and highly effective.

### Easy Scalability

Maintain efficiency and grow your ROI as your organization expands. Stewardship Automation pricing is based on the number of actions processed, not the total number of supporters in your database.

### Data-Driven Advantage

Stay ahead of economic instability and properly nurture relationships with donors using automation technology that optimizes your efforts. Alleviate stress on staff while also ensuring that no supporters fall through the cracks!