

Act-On Helps the Jefferson Awards Foundation Engage Stakeholders and Drive Brand Awareness

The Jefferson Awards Foundation (JAF) is the country's longest standing and most prestigious organization dedicated to activating and celebrating public service. Through its programs, JAF trains and empowers individuals to serve and lead in their communities, amplifying their impact through the organization's vast network of media partners, mentors and volunteers. Overseeing a range of youth-oriented programs intended to cull and empower the leaders of tomorrow, the foundation also hosts an annual gala, which celebrates national celebrities and local, unsung heroes who serve their communities.

J E F F E R S O N
A W A R D S
F O U N D A T I O N



Because of Act-On we know our stakeholder communities more intimately, and have insight into the behavioral actions they take with us ... Act-On is critical to us building better relationships and driving brand awareness, and as a nonprofit these two initiatives are key to us delivering on our mission.



HILLARY SCHAFFER
Executive Director
Jefferson Awards Foundation

Challenge

The foundation utilized a variety of independent marketing and communication systems to interact with more than 35,000 contacts – sending thousands of messages daily, with constituents, donors, network and media partners, event attendees and sponsors – but had limited analytics results. A platform was needed that could sustain this scale of outreach while still providing real-time data on campaign and channel performance.

JAF leveraged Act-On for:

- List segmentation and contact management.
- Campaign personalization.
- Multi-channel reporting and analytics.

Act-On has helped the Foundation increase awareness across its 40 different groups of stakeholders – on key initiatives including service activation and recognition, sponsorships, and programs.

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Solution

Using the intelligence Act-On gathered on website visitors, media partners and event registrants, the Foundation succeeded in tailoring its outreach based on specific behaviors and actions, across a base of more than 35,000 contacts. This enabled the organization to continue strategically engaging and nurturing key stakeholders, and continue building more consistent relationships in the long term.

Act-On also played a significant role in JAF's communications strategy for its annual gala by using the system to manage the invite, registration, and follow-up processes. As a result, Act-On has helped the Foundation increase awareness across its 40 different groups of stakeholders – on key initiatives including service activation and recognition, sponsorships, and programs.

Act-On's Automated Programs feature has further helped the foundation develop a workflow to re-engage participants of its Lead360, Students-in-Action, and GlobeChangers programs, supporting student progress, ensuring the completion of activities, and encouraging stewardship.

Benefit

Thanks to Act-On, the Jefferson Awards Foundation now has a more regimented approach for communicating with its stakeholders, and can personalize its communication to students, donors, and media partners based on engagement with its owned media properties. Since deploying marketing automation, JAF can more effectively ensure that its program participants remain active and complete the required program material within the allotted timeframe.

By making Act-On the cornerstone of its outreach efforts, the foundation has become a data-driven organization – shaping responses and messages according to engagement and demographic information. This has enabled JAF to directly attribute the adoption of marketing automation to help drive stewardship and brand awareness.



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About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

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