

- ▣ **Hands to Hearts International created an event registration form in one day— something that used to take an outside consultant at least a week.**

“ActevaRSVP is a great addition to our operations at Hands to Hearts International. I have twelve years of experience working with programmers and building event registration forms for nonprofits, and ActevaRSVP is by far the easiest and most effective tool out there.”

Liz Kimmerly
Communication & Support
Hands to Hearts International



Hands to Hearts
INTERNATIONAL

Challenge

With no outside resources, create an event registration page for International Peace Day that begins to engage registrants in the event’s mission.

Solution

- Salesforce Nonprofit Enterprise Edition with ActevaRSVP, up and running in one hour
- Used RSVP Questions to generate meaningful dialogue with each registrant
- Access to all event controls from a single page
- Mass Email Invitations as well as drove guest registrations via Hands to Hearts website
- ActevaRSVP online tutorials and live support helped insure success

Results

- Three times faster than comparable tools
- Saved over \$1,200 by not having to hire an outside consultant
- Accomplished in one day what normally would have taken one week or more
- Exceeded registration targets by 35%
- Gained valuable insights about each registrant’s philanthropic aspirations

- IMS eliminated the manual labor associated with registrations, empowered sales people to view their clients' RSVPs, and projected a professional image.

“We were able to eliminate the manual labor associated with the registration process and each salesperson can run his own report to see how many of his clients have registered. The result? More selling time, professional event registration web pages, and a 25% increase in registrations!”

Jeff Karan
Director of Marketing
Innovative Management Solutions, Inc.



Challenge

Invite 2,000 people to a seminar, automate RSVP tracking, deliver timely information to the sales team, eliminate manual processes and project a professional image.

Solution

- Salesforce Enterprise Edition with ActevaRSVP
- Used Vertical Response to send out initial email invitations, incorporating the ActevaRSVP Event URL
- Invited Salesforce database of 2,000 invitees in San Antonio area
- Used ActevaRSVP to send Group Emails including Reminder Emails to “Registered” participants and Thank You Emails to “Attended” participants
- Self-service reports made available to entire sales team

Results

- Increased registrations by 25%
- 900% ROI on first event
- Saving an average of \$500 in administration resources on each event
- Provided sales team with actionable event data on their customer base
- Projected a professional image