



ViewSpark is the simplest way to deliver real-time video content to donors and raise more money.

ViewSpark supports almost 1,000 users who communicate with hundreds of thousands of donors annually. Whether thanking donors or providing timely updates, ViewSpark's technology stack and design components are helping users generate a 10:1 ROI. Built by fundraisers for fundraisers.

- Mobile and desktop management capabilities - capture, target, and send content from any device directly to donors in real-time
- Industry-unique email & SMS integration to prioritize messaging channels for recipients
- Two-way text and/or email communication with donors
- Text to give with automatic donor contact information capture
- Text to subscribe – ideal for events and environments where no 'ask' is made
- Multiple "sending email" addresses capabilities
- Donor segmentation for more personalized and interest-specific communication
- Automatic deduplication so donors only receive one communication, regardless of the channel
- Keyword/short code with automatic segment creation for targeted follow-up
- QR code creation with automatic segment creation for targeted follow-up
- Multiple user permission levels provide "publish" functionality for some users while limiting others to content "create-only" settings
- Content send scheduling for campaign development and convenience
- "Parent" and "sub" account settings for ease of management and content distribution among gift officers (major gift, annual campaign, mass)
- Results analysis by ViewSpark send and specific media type
- Unlimited donor file updates
- ViewSpark's custom-designed giving flow called "GiveSpark," for donor giving (currently outperforming industry average with 87% of donors paying transaction fees)
- Customizable and automatic "thank you" acknowledgment to donors for donations
- **NEW!** Triggered Marketing – automated "donation alerts" via push notification to administrators with easy one-tap personalized "thank you" video capabilities
- **COMING SOON!** Real-time video-to-website delivery from mobile for all web visitors to see "what's happening now"

Ongoing Training

- Weekly ViewSpark Academy communication providing best-practice tips and updates
- Quarterly strategy webinars hosted by career fundraisers
- 52-week strategy for recommended engagement with donors

"ViewSpark's ongoing innovations have helped us increase our revenue every year and our donors tell us how much they appreciate the updates. ViewSpark is literally a game changer for fundraisers."

– Tom Sasser, Executive Director Frontier Horizon