



BE^{the}**BRIDGE**

SUCCESS STORY: BE THE BRIDGE

Be the Bridge Sees Recurring Revenue Spike with Classy

THE CHALLENGE:

Disjointed data collection tools hindered Be the Bridge's recurring giving growth and donor retention

With a vision to increase awareness and responsiveness to the systemic injustice in our world, Be the Bridge relies on recurring donations to make their work sustainable.

The team transitioned to Classy from a fundraising platform with disjointed data collection tools to gather more meaningful insight on their donors and offer greater value to their community.

6% INCREASE

in total recurring donors from 10 months pre-Classy to first 10 months on Classy.

Classy provides Be the Bridge with recurring donation [data reports](#) (like an Upcoming Expiring Recurring Plans report, Returning One-Time Donors report, and Failing Recurring Giving Plans report) that allow their team to target supporters who are ready to give, remedy unsuccessful payments, and retain donations year over year.

Be the Bridge offers its recurring donors the flexibility to give on a monthly, quarterly, semi-annual, and



We needed a platform that allowed us to work smarter, not harder. Classy saves us so much time, which we've been able to put back into the things that matter.

Autumn Lee-Cass

Be the Bridge Director of Development

annual basis with Classy's [recurring frequencies](#) feature.

Their team makes every recurring giving experience seamless with [Classy Mode](#), a unique feature that allows supporters to cover their transaction fees, and [digital wallet payments](#).

As Classy continues to roll out recurring features, Be the Bridge is well positioned to see even more growth over the coming year.