

The Best of Both Worlds:

*Using **Virtuous** & **HubSpot** to
Power Responsive Fundraising*

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VP of Product, Virtuous



Remember your last donation?
Why did you give?



foster
florida

BUILDING A VILLAGE

EST . 2015



Giving is personal!

Today's donors expect a personal connection to causes they care about.

But, there's a **problem**.

Nonprofits have been traditionally handcuffed by very **impersonal** systems & tools.

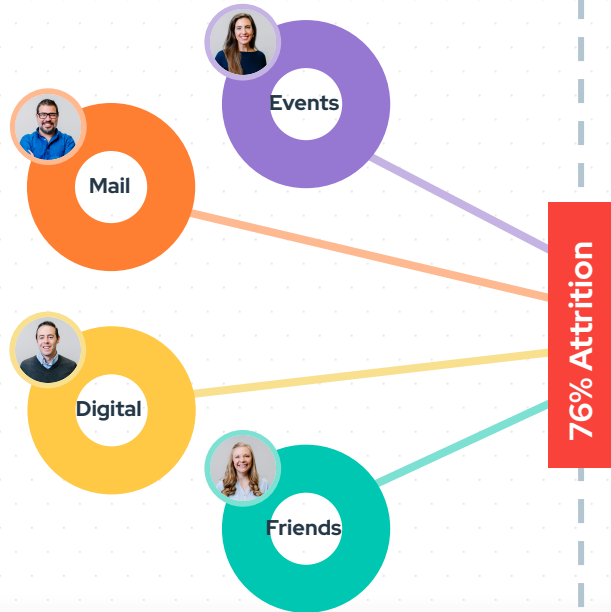
- Siloed teams & data
- Lack of data insights
- Manual processes



The Impersonal Donor Experiences

Donor/Prospect Acquisition

- Personal and varied
- Based on donor's interests



Retention & Cultivation

- One-to-many ("Spray and Pray")
- Based on nonprofit timing
- Donor disconnect



Retention



Average Gift



Staff Time

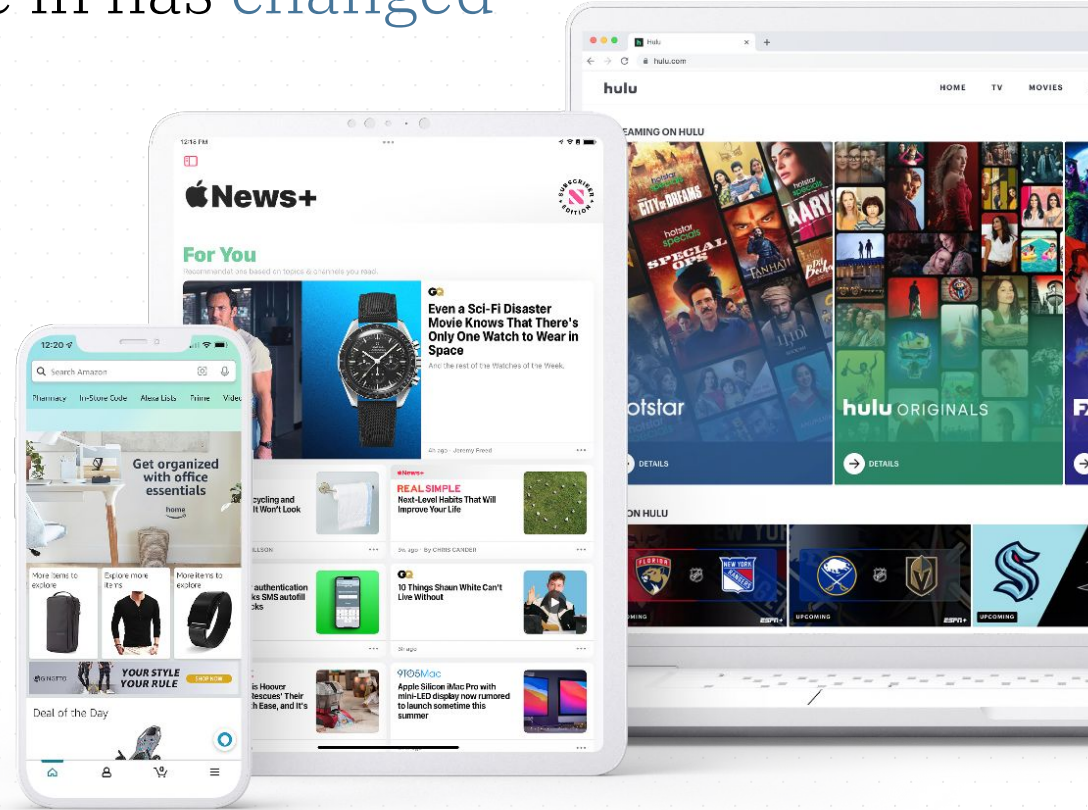
The world you fundraise in has changed

Personalized Experiences

- No longer “once size fits all”

2-Way / Behavior Driven

- Triggered in response to data signals



Donors not only want to understand the impact of their gifts but value organizations that intentionally foster meaningful relationships with their donors.

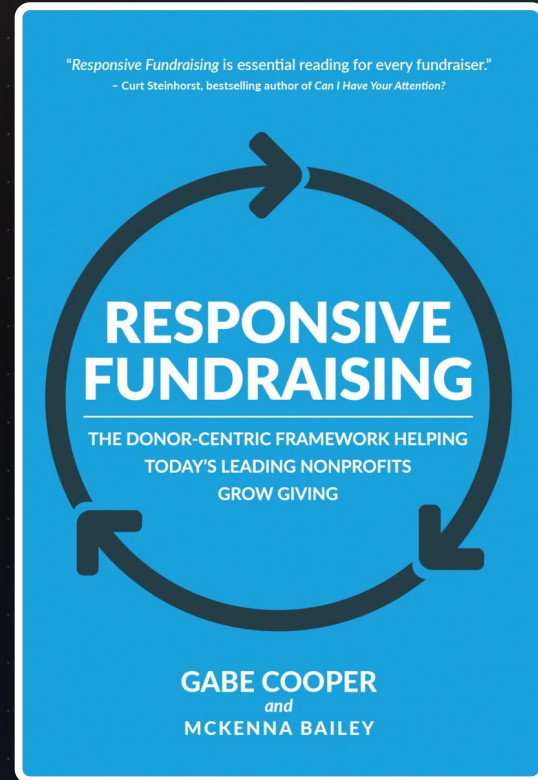


Una Osili | Lilly Family School of Philanthropy

*Donors expect a
personal connection.*

But nonprofits often lack the technology & playbook to respond.

There's a
better way.



01
Listen
Identify signals that
drive giving



02
Connect
Connect personally &
automate



responsive fundraising

Technology to connect
personally with each donor.

03
Suggest
Personalize each
ask & next step



04
Learn
Test and validate





Less **menial** work.
More **meaningful** work.



As the only Responsive Fundraising Platform, Virtuous Helps You:

- Connect Personally with Donors
- Save Valuable Staff Time
- Grow Giving
- Enhance Team Collaboration
- Make Smarter Decisions

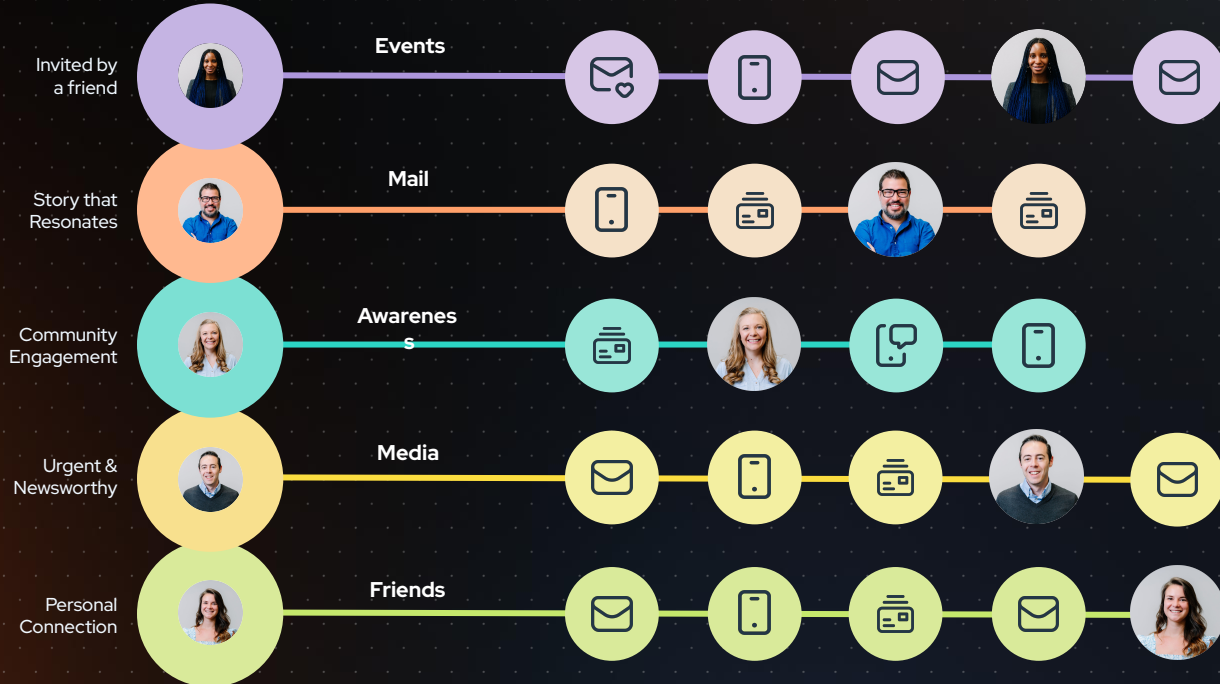
Connect Personally with Donors at Scale

Donor/Prospect Acquisition

Personal. Based on Donor Timing

Donor/Prospect Cultivation

Personal. Based on donor journey



↑
12 % Retention

↑
10% Average Gift

↑
Time Savings

↑
Engagement

Virtuous & Hubspot: Building Responsive Donor Journeys

01

HubSpot + virtuous

Empowering Responsive Fundraising in Two Key Areas:

1

Donor/Prospect Acquisition

Personal. Based on Donor Timing

2

Donor/Prospect Cultivation

Personal. Based on Donor Journey

Activating communities for racial healing and justice



UNDIVIDED

Activating communities for





Used by marketing team:

- Cross-channel Marketing Engagement
- Prospect Management
- Packaging & Programming



Used by fundraising & development teams:

- Gift & Donor Management
- Donor Engagement & Cultivation
- Generosity Growth

UNDIVIDED offers workshops, academically validated cohort programs, keynotes, and trainings that lead people toward awareness, through growth, and into action for racial justice in their communities and organizations.

Christian anti-trafficking
and support organization
serving the Spokane
Washington and
Northern Idaho regions

- PREVENTION
- INTERVENTION
- RECOVERY



HELPING CAPTIVES



Used by marketing team:

- Cross-channel Marketing Engagement
- Prospect Management
- Cultivation Across Ministry Areas



Used by fundraising & development teams:

- Gift & Donor Management
- Donor Engagement & Cultivation
- Generosity Growth

Providing opportunities for freedom and safety to those exploited by sex trafficking through prevention, intervention, and recovery services.

- Survivor Services
- Training
- Events
- Coffee Shop
- Thrift Store
- Safe House (former strip club)



THE
PONTIFICAL
MISSION
SOCIETIES



Message for

World Mission Day

2024



Used by marketing & development teams:

- Cross-channel Marketing Engagement
- Prospect Management
- Data sync (giving stats, email activity)



Used by MGO & development teams:

- Gift & Donor Management
- Donor Engagement & Cultivation
- Data sync (important for MGOs)

Hubspot Sync Trigger

[Dashboard](#) / [Marketing Automation](#) / Hubspot Sync Trigger

AUTOMATION WORKFLOW

ENGAGEMENT

RESULTS

SET TRUE HUBSPOTSYNCTRIGGER

Query: [Hubspot:statistic:sync](#)



CONTACTS 2

ACTIONS 3



Set legacydiocesename to: <https://cdn.shopify.com/s/files/1/2454/1291/files/prostam-signature-stamp-product.jpg>



Delay 1 days



Set hubspotsynctrigger to: False



ADD AN ACTION +



Mr [redacted] gave a [\\$206 gift](#) on 3/16/2025.

3/17/2025 6:31 AM



[redacted] added a new phone '+1 (203) 288-6352' for [redacted]

3/17/2025 6:31 AM



Mr [redacted] has email activity from HubSpot. Campaign 'JWTP_EN_11162024' DELIVERED.

11/16/2024 5:17 AM



Mr [redacted] has email activity from HubSpot. Campaign 'JWTP_EN_11162024' PROCESSED.

11/16/2024 5:17 AM



Mr [redacted] has email activity from HubSpot. Campaign 'JWTP_EN_11162024' SENT.

11/16/2024 5:17 AM



Mr [redacted] has email activity from HubSpot. Campaign 'JWTP_EN_11122024' DELIVERED.

11/15/2024 10:44 AM



Mr [redacted] has email activity from HubSpot. Campaign 'JWTP_EN_11122024' PROCESSED.

11/15/2024 10:44 AM



Mr [redacted] has email activity from HubSpot. Campaign '2024-11-12 | GiveCatholic EM1' SENT.

11/15/2024 10:44 AM

Virtuous & Hubspot: What you can do.

02

Integration Details



Sync Contacts

- Bi-directional
- Choose segments of contacts to sync to Hubspot
- Real-time sync with tags

Coordinate Engagement

- Manage tags and email lists in Virtuous
- Track email activity on contact record
- Optimize engagement between teams / for acquisition vs cultivation purposes

Track Giving

- Contact & giving statistics can be synced to Hubspot
- Use automation to add/remove based on giving
- Giving stats can be used in Hubspot automation

Responsive Fundraising
is possible with
Virtuous + HubSpot

Thank you!



Jason VanLue
VP of Product, Virtuous

