

The logo features the word "HubSpot" in a white, sans-serif font with a small robot icon above the 'o', followed by a white plus sign and the word "Classy" in a white, cursive script font. The background is a blue-tinted photograph of a group of people, with a grid of small white triangles in the top right corner.

HubSpot + Classy

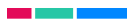
Case Study

How JDC Amplified Their Fundraising with a Classy and HubSpot Integration

A horizontal bar with three segments: red, green, and blue.

The Client

JDC, or the American Jewish Joint Distribution Committee, is a leading Jewish humanitarian organization that works in 70 countries to alleviate hunger and hardship, rescue Jews in danger, create lasting connections to Jewish life, and provide immediate relief for victims of natural and manmade disasters. For over 100 years, their work has been essential to the well-being of millions of people.



The Challenge

Due to their use of separate marketing, accounting, and donation databases, JDC experienced trouble collecting, maintaining, and interpreting their data. JDC faced two challenges simultaneously to rectify the broader issue. First, they decided to migrate their current CRM and fundraising data from Raiser's Edge to Classy, a social enterprise that creates world-class online fundraising software for nonprofits like JDC.

Second, JDC wanted to implement HubSpot's marketing automation platform for the first time to run more effective marketing campaigns. LyntonWeb's integration aimed to support their move from Raiser's Edge to Classy, as well as their ability to utilize HubSpot for campaigns and analytics – all within a single platform.

The Solution

JDC recognized LyntonWeb as a trusted integrated inbound marketing partner that could help streamline and organize their business practices. Together, the teams at JDC and LyntonWeb determined an integration between Classy and HubSpot would help connect their data pools, improve their donor experience, and advance their fundraising campaigns.

LyntonWeb's integration team, in collaboration with JDC, noted that both standard and custom field mappings would help the nonprofit connect and take advantage of their data. Ultimately, their integration would help make better marketing decisions around their Classy donor data.

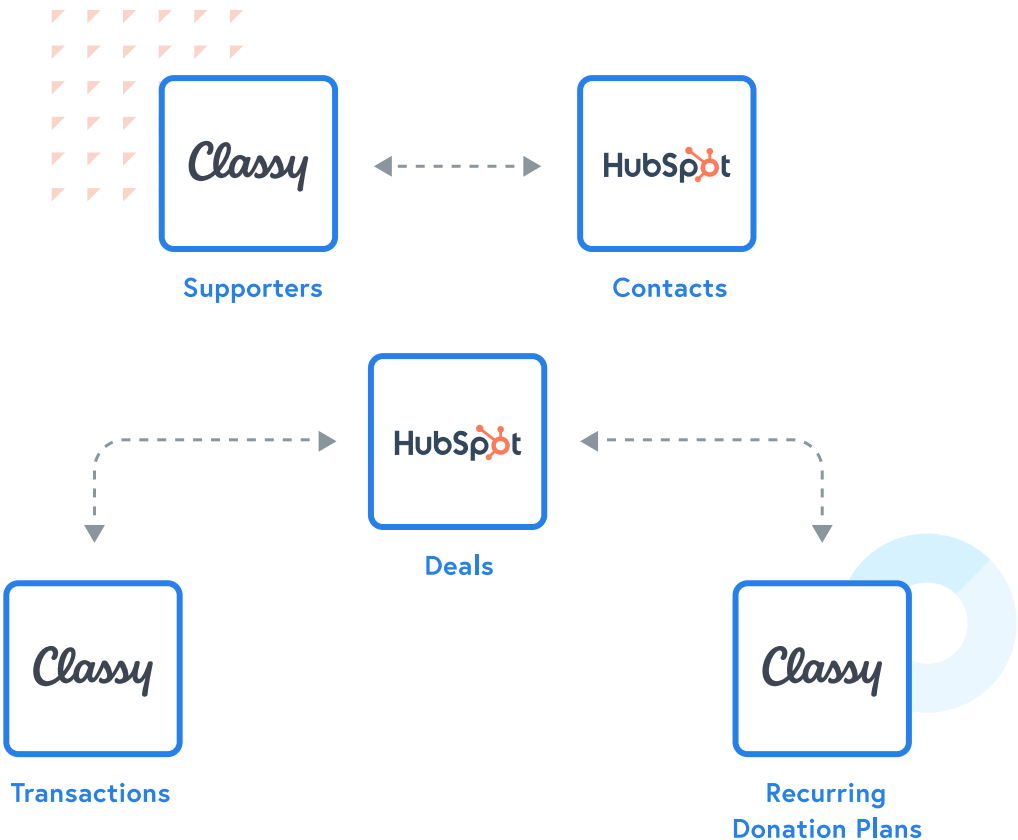


How The Integration Works

The integration of JDC's HubSpot and Classy platforms is a bi-directional cloud-based integration solution. It enables marketing automation by synchronizing contacts and donations between HubSpot and Classy's fundraising software. Combining these systems allows everyone across JDC to better acquire, track, and market to donors through list segmentation and personalization.

To achieve this, LyntonWeb built a Classy connector that enables the integration to query Classy data and send it to HubSpot via HubSpot's API. The integration syncs Classy members, supporters, transactions, and recurring donation plans to HubSpot as well as updated HubSpot contacts to existing Classy supporters.

Below is an example of the integration data flow:












LyntonWeb also assigned campaign codes to JDC's Classy donation pages so their marketing team could better track the full lifecycle and source of a donation. Now with the integration running, any time someone donates, sets up a recurring donation, or changes the status of a gift, HubSpot immediately captures those updates. Combining that information with HubSpot's abilities to personalize and contextualize has helped improve campaign performances while providing better insight into JDC's various supporters.

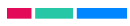
The Results

With the integration of Classy and HubSpot, JDC's teams no longer have to dig for data or manually determine when to send their communication thanks to smart workflows created by LyntonWeb. Instead, they can quickly and effectively control when to send an email, how much of a donation to ask for, when to ask for that donation, and how to address a person's interests.

Additional results JDC has experienced since integrating Classy and HubSpot include:

-  Better donation pages
-  Segmented email lists
-  Simplified operations
-  Cleaner data
-  More effective communication
-  Stronger reporting
-  Sales and marketing alignment

Connecting the dots between their two systems allows JDC to continue to seamlessly transport data from database to database while being more pragmatic with their fundraising communication. With the experience gathered from combining Classy and HubSpot for JDC, LyntonWeb can quickly get the same type of data flow up and running for other nonprofit organizations.



Have questions or ready to start your own HubSpot + Classy integration?

Reach out to [LyntonWeb](#) to learn more about integrating your systems. Together, we can supercharge your fundraising so you can change the world!