

WEBINAR

How Non-Profit Organizations and NGOs Find Success with ActiveCampaign



ActiveCampaign >

Read the full customer stories:

See how [TSR increased website engagement:](#)

- 297% increase in email opens in the first 6 months
- 40% drop in unsubscribes
- Integrated website data with ActiveCampaign, tracking each visitor's behaviors and engagement
- 48% higher click-through-rate than the NPO/NGO average

See how [Cancer Wellness Support improved data accuracy:](#)

- 70% increase in data accuracy
- 300 person hours saved **per month**
- 30% increase in memberships and managing entire membership portfolio with automated renewal reminders and tracking
- Donations are up by 14% YoY
- Volunteer inquiries are up by 32% YoY

Engagement Tagging Automations

Part 1 — [Import the automation recipe!](#)

- **This automation has no start trigger. Instead, you will bulk add all initial contacts after building out the automation.**
- The automation waits periods of 7 days, 21 days, and more between status checks and assigns tags as a contact becomes less engaged. You can adjust wait times as you prefer.
- The automation ends until they engage again.

Part 2 — [Import the automation recipe!](#)

- This automation triggers when a contact performs an action to re-engage. (This can be things like opening or clicking an email, visiting a web page, or subscribes to a new list.)
- Once the automation triggers, the "exit other automation" step pulls the contact out of **Part 1**.
- The "enter other automation" step restarts the contact at the beginning of **Part 1**, reapplying the *Engaged* tag removing any *Disengaged* tags. The condition needs to be set for Part 1 Engagement Tagging Automation Recipe.
- The automation ends.

ActiveCampaign CRM video resources:

- [Adding Automation to the CRM](#)
- [Creative Uses for the Deals CRM](#)

Custom Reporting Resources:

- [Custom Reporting resource library](#)
- [Custom Reports Webinar](#)

More info on Cancer Wellness Support



- [Cancer Wellness Support](#) - Homepage
- [Digital Transformation Case Study on Cancer Wellness Support](#)
- [Donation link](#)
- [Cancer Wellness Support Amazon Wishlist](#)

More info on TSR:



- [TSR Homepage](#)
- [Vision Zero Fleet Forum](#) – TSR’s annual virtual conference
- [Donate link](#)
- [Get involved!](#)