

CASE STUDY

Midwest Food Bank

iDonate simplifies digital fundraising for Midwest Food Bank, allowing them to achieve a 54% retention rate.

MIDWEST FOOD BANK

An impressive
54% retention
rate high above
the industry
standard.



“We have had incredible success
for growing our recurring giving.”

— Jada Hoerr, Chief Resource Officer

MIDWEST FOOD BANK

iDonate Solution

- Make it easy with online giving
- Create options to Opt-in

iDONATE IMPACT

Credit Card Transactions increase year to year:

2018 | **39%** 2019 | **46%** 2020 | **59%** 2021 | **FPO**



MIDWEST FOOD BANK

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- Make it easy with online giving
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iDONATE IMPACT

Used the iDonate recurring giving feature to capitalize on the uptick in donors during disasters **resulting in 54% retention rate.**

