Blackthorn

Customer Success Story

PMD Alliance

United States | Nonprofit | Blackthorn Events

About PMD Alliance

Parkinson & Movement Disorder Alliance, "PMD Alliance" for short, is an independent, national nonprofit dedicated to providing opportunities for people to learn, live more fully, and spark meaningful connections around them. Whether it's those living with a diagnosis, their care partners, adult children, or support group leaders, PMD Alliance meets the needs of those they serve by providing solutions that fundamentally enlighten, inform, and incite positive change.

COVID-19 caused a shift to virtual events. PMD Alliance utilized Blackthorn Events to make the change quickly. The tool also made data more useful, managing everything inside Salesforce.

The Challenges

- The previous solution was outdated & involved a lot of manual work
- Couldn't verify relationships of attendees (i.e., an adult child with a different last name)
- Unable to tell how donors & attendees were interacting with the organization
- Had to pivot to virtual events quickly because of COVID-19

The Solutions

- Massive growth in audience
- Able to send emails to those who have attended their events but haven't donated
- Despite uncertainty and complications from COVID-19, Blackthorn kept them on track to achieve their $50,000 October fundraising goal.

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Finding Success

With Blackthorn Events, PMD Alliance was able to accelerate the number of virtual donor events it held, increasing overall attendance and remaining on target for its $50,000 October fundraising goal.

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