



## Web Forms to Ease the Nonprofit Workflow - Spreading Gratitude Rocks

### About the business

Spreading Gratitude Rocks is a small grassroots NPO with an enthusiastic mission: instilling the habit of expressing gratitude in today's society. The project has been launched on 2012's Thanksgiving and it's headquartered in Chicago. Their aim is to motivate people to change their own lives through the power of simple things: keeping a diary, handing small material gifts to their loved ones, sharing thoughtful wishes on social media. The NPO community is raising fast, thanks to the interactive initiatives of SGR: 21 Day Habit of Gratitude, school lesson plans involving the topic of gratitude, social network contest and a soon-to-be mobile app.

### Issue

Working in the NPO field involves working with a lot of data, on a daily basis: collecting volunteer information, managing personal data and putting it to use in the NPO's marketing cycle. Julia Rose, the President of Spreading Gratitude Rocks, knows that a professional tool for collecting and managing data is a godsend. She needed to gather data from participants in their 21 Day Gratitude Challenge, and welcome them with a "Before & After" questionnaire to fill in.

### 123ContactForm solution

Julia Rose checked other form builders she found on Google, but they were unsatisfactory for a variety of reasons. "I chose 123ContactForm for our nonprofit because it was easy to use and priced right", Julia says.

The team of SGR used 123ContactForm surveys with likert scales to collect data on how grateful participants of their 21 day habit of gratitude challenge were feeling both prior & after doing the challenge. After submission, surveys redirect users to a webpage with free tokens. SGR started off an email campaign by integrating forms with MailChimp to send follow-ups to the registered participants.

### Tools used and overall payoff

- Surveys and contact forms
- Custom themes
- MailChimp integration
- Sending a copy of the complete form to the sender and custom redirect to a webpage.

The entire process of building and managing forms went smooth thanks to 123ContactForm's WYSIWYG tools.

## TESTIMONIAL

*"123ContactForm gave us a easy & affordable solution to help us with our charitable goal of spreading global gratitude. I like that I could integrate the forms with our MailChimp auto responder email campaign where we send ad-free emails of inspiration."*

(Julia Rose, President of Spreading Gratitude Rocks - <http://www.spreadinggratituderocks.com>)

## Summary

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ISSUE



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SOLUTION



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PAYOFF

Spreading Gratitude Rocks NPO needed an affordable solution for gathering data and engaging users on their website. The app had to be easy to use and integrate with their existing MailChimp campaign.

123ContactForm gave the easiest tool needed to accomplish SGR's tasks. They used the WYSIWYG editor to create appealing surveys with custom redirect upon submit and MailChimp autoresponder integration.

The 123ContactForm solution was both time- and cost-effective. SGR optimized their marketing workflow by creating front-end forms linked with their back-end email system, and now engage visitors at an upper level.