

*“From our customers’ perspective, email provides a cost-effective way to enhance the frequency and quality of their communications.”*

## **SofterWare Inc.—Constant Contact® Partnership Provides Email Marketing Communications for Nonprofit Fundraising, Childcare Centers, and Youth Camps**

SofterWare Inc. provides database-driven administration software including DonorPerfect for nonprofit fundraising, EZ-CARE2 for childcare management, EZ-CAMP2 for camp administration, and MMS for public and private schools. Customers rely on their products to help them manage many aspects of their operations, including enrollment and registration, donations and electronic payments, scheduling and events, and recruiting staff and volunteers.

One thing they all have in common: The need for cost-effective communications to help them stay in contact with donors, members, parents, and customers.

“All of our products are fundamentally a database to keep track of people, whether they’re donors or students or campers and families,” says SofterWare co-founder and CEO Douglas Schoenberg. “More and more, we saw a need for our customers to communicate with their constituents. Though we had the ability within our products to help them send broadcast email, we wanted them to be able to do it graphically, particularly with email newsletters. And it had to be easy to use and affordable—and work within our software.”

### **Challenge: Provide Easy Email Marketing Communications for Businesses, Nonprofits, and Organizations on a Budget**

Schoenberg began researching email marketing services that could seamlessly integrate with SofterWare database-driven products across their vertical markets.

“We’re oriented towards using good solutions that are already developed if we can logically integrate them with our product rather than reinventing the wheel,” he says. “The infrastructure that you need to manage email marketing and deal with spam filtering and blocking and things along those lines—it’s a lot of very specialized expertise. That required different technologies and infrastructure than what we had.”

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### *Partner at a Glance*

**Company:** SofterWare Inc.

**In Business:** Since 1982

**Location:** Horsham, Pennsylvania

**Employees:** 140

**Services Provided:**  
Administration software for nonprofits, daycare centers, camps, and schools

**More Information:**  
[www.softerware.com](http://www.softerware.com)

**Business Partner Since:** 2003

**Constant Contact Accounts:** 500+



**Constant Contact®**  
Connect. Inform. Grow.

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Schoenberg sought a business partner with a superior team that would be willing to work with him to integrate email marketing into SofterWare’s applications.

“We looked at a number of solutions, and generally speaking, they were very expensive,” he says. “Our markets are cost-constrained and cost-conscious. Seventy percent of our business is with nonprofits—educational institutions, human services agencies, animal welfare and environmental groups, health-care related nonprofits—the whole spectrum. Many are grassroots organizations that don’t have the time to learn anything complicated or the funds for anything expensive.”

After researching the market, SofterWare chose Constant Contact as their email marketing business partner. “Constant Contact provides really outstanding value in terms of the rich capabilities of the service at a not-so-rich price.”

### **Business Partner Program Advantages: An API Feature Set That Works within a Database-Driven Environment; Customer Service That’s Committed to Your Customers’ Success**

Schoenberg says he appreciates the Constant Contact Web Services team’s dedication to working with his developers to find more effective ways to integrate email marketing into SofterWare’s database-driven products.

“Our systems track a tremendous amount of data about our client’s constituents and customers,” Schoenberg says. “It also provides very sophisticated filtering and selection capabilities. Typically, our customers will target their constituents within our system and generate a list of people to receive a particular email communication. Say you’re a nonprofit. You might be targeting people who donated a certain amount in the last year—or targeting people who gave in a prior year but haven’t given to you this year. And all of that is done within our product.”

“Constant Contact API’s help us make it easy for our customers to take their segmented customer information from our system, flow it into Constant Contact, and then send a targeted email campaign and manage the results.”

Schoenberg says, “Email marketing is fantastic because unlike print mail, it allows them to track deliverability and response across many kinds of customer communications. This is particularly important in the nonprofit world where they’re soliciting donations and working with demographic information. Targeted emailings are important.”

Schoenberg says staff turnover can be a challenge for some nonprofits and organizations he services, so email marketing tools that are integrated with SofterWare products need to be



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easy to learn and use. “Constant Contact products are simple to use and work with, and that’s a big advantage for our customers,” he says. “Plus, Constant Contact Customer Service does a really nice job in terms of supporting our customers. They are very sensitive to our customers and their needs.”

### **Results: Professional Email Marketing Communications keep SofterWare’s Customers in Touch with Their Markets**

“There’s no question that since we’ve become a Constant Contact Business Partner, the importance of email as a means of customer communications has only grown,” Schoenberg says. “Constant Contact fulfills an important area within our offerings. If we didn’t have Constant Contact, we would have had to develop our own capabilities, which would have cost us money and resources.”

Schoenberg says SofterWare’s customers are using Constant Contact to keep their brands in front of consumers and their stories alive during challenging economic times. “Almost every

customer has an interest today in being able to communicate with their donors and members via email,” he says. “From our customers’ perspective, Constant Contact email marketing provides a very cost-effective way to enhance the frequency and quality of their communications.

“As we’ve developed a more advanced understanding of our customers’ needs for email marketing communications, Constant Contact Web Services has continued to invest in the underlying technologies to facilitate higher levels of integration,” Schoenberg says. “That’s very important to us.”

### **Tip for Other Business Partners:**

Schoenberg recommends other Business Partners take full advantage of the range of resources available in the Constant Contact Learning Center. “We’ve taken things from Hints & Tips and other articles and adapted and translated them for our markets. It’s helpful for us to leverage those materials that help us educate our customers on how they can best use email communications to grow their organizations.”