



# Resources

## Kids Help Phone

**Challenge 4: Create a solution that diversifies and increases the number of donors (effectively decreasing their barrier to entry).**

Although Kids Help Phone has a strong donor base, they'd like to increase accessibility of their donor services to new markets. They want to make it easier for these new donors to join their community of existing donors.

Kids Help Phone currently uses Frontstream (Artez) for online donations, event registration and peer-to-peer pledging. The ['Our Walk' website](#) is an example of how they use the platform.

### Ideal Features:

- Integrated with Raiser's Edge (CRM)
- Use Mailchimp to follow-up with donors
  - use A/B testing
- Can tier donors based on affinity and donating history (regular, high affinity prospects, etc.)
- Ability to increase and diversify donors
- Decrease barrier to entry for perspective donors

### [KHP Personas](#)