

# Revive Our Hearts and Journity:

## Personalization Leads to Success



### Personalization brings intentionality online.

Every visitor to your website is different. One might be there for the first time. Another is a regular. One wants to read your blog. Another wants to shop your online store. One is in Dallas. Another is in Detroit. How can you connect with each visitor effectively?

That's just what Bryan VanHaitsma, digital media director at Revive Our Hearts, had been wondering.

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**Organization:**

Revive Our Hearts, Niles, Michigan

**Situation:**

Revive Our Hearts didn't have the capability to create targeted messages for the various audiences visiting its website every day.

**Solution:**

Use Journity to plan and create personalized messages to encourage different website visitors to take specific actions.

**Results:**

- Targeted communications for website visitors
- Increased monthly partner sign up rate by 48%
- Raised \$45,000+ during a one-month fundraising campaign

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VanHaitsma manages digital ministry for Revive Our Hearts. The Niles, Michigan-based non-profit is a women's ministry focused on biblical teaching and heart revival.

VanHaitsma was using traditional methods to reach his digital audience. That meant the same message for all visitors, no ability to test, no segmentation -- and a lot of guesswork.

That changed when Revive Our Hearts signed on with Journity, a personalization platform that helps nonprofits connect one-on-one with their digital audiences.

"Journity helps us think more holistically about our campaigns and calls to action. It's brought new levels of intentionality to what we're doing," says VanHaitsma.

"Different audiences have different needs. Journity captures audiences from particular sources or content areas and directs them properly," he explains. Using Journity, ROH has created more than 65 campaigns -- carefully timed, personalized messages on the website delivered in real time -- ranging from fundraising appeals to local event promotions.

In December, Revive Our Hearts raised more than \$45,000 and captured 263 donations using Journity.

"Journity is a reliable platform that helps me get the right calls to action in front of the right folks."

**JOURNITY**

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