



## FINCA

FINCA is a leading international micro-finance organization that provides financial services to the world's lowest-income entrepreneurs, helping them to create jobs, build assets and improve their standard of living. For more than twenty years, FINCA has been committed to breaking the cycle of poverty by providing community-based credit and savings opportunities. Currently, FINCA operates with a distinctive, integrated business model that accepts both donations and investment dollars, an approach that leverages available capital and promotes greater transparency, sustainability and higher standards of business practices. For more information, please visit [www.villagebanking.org](http://www.villagebanking.org).

***"I love the fact that I can go into the system and update client stories or pictures, and add new job postings without giving it a second thought. Because we made the switch to Kintera's CMS, we now have a Web site that not only enables giving and connects supporters to our mission, but is also dynamic and always changing. This is much better than the static Web site we had before."***

***– Patrick McCormick, Marketing Communications Manager, FINCA International***

*Kintera provides software as a service to help organizations quickly and easily reach more people, raise more money and run more efficiently. The Kintera Sphere® technology platform empowers The Giving Experience™, and features a social constituent relationship management (CRM) system, enabling donor management, e-mail and communications, Web sites, events, advocacy programs, wealth screening and accounting.*

[www.kintera.com](http://www.kintera.com)

## FINCA INTERNATIONAL FINDS WEB SITE MANAGEMENT EASY WITH KINTERA

FINCA International, which provides financial services to the world's lowest income entrepreneurs, set out to create 100,000 village banks in the world's most destitute communities and reach one million of the world's working poor with its Village Banking Campaign. To help make the campaign a success, FINCA International needed a Web site that could accept online donations, was easy to update, and provided the design capabilities that would bring images and stories about the working poor to its Web site visitors.

Prior to Kintera, FINCA International used an external Web site to process online donations. Although sufficient, the external site wasn't necessarily convenient for FINCA donors. FINCA took into consideration Kintera's online capabilities and compliance with the Payment Card Industry standards (PCI compliance) when making its selection of a service provider, and chose Kintera's Content Management System (CMS) for its online giving functionality, ease-of-use, and advanced design capabilities.

With the success of the campaign's launch, the Kintera site has processed more than \$150,000 in direct donations over a four month period, an increase of more than 400 percent in online giving.

In addition to online donation processing capabilities, FINCA also needed a system that was easy to use. With its old site, the organization needed a part-time consultant to make any significant changes or updates. The task of updating graphics or changing the navigation was so cumbersome that FINCA would rarely update its site.

"I had relatively limited technical skills when I started working with Kintera's CMS," said Patrick McCormick, marketing communications manager for FINCA International. "But Kintera offers great training and customer service; the system is very intuitive; and it is easy for me to update content and make changes to our Web site."

Beyond ease-of-use and online donation capabilities, FINCA also understands the impact an effective and informative Web site can have on potential donors. The organization wanted to bring the people it helps to the forefront and provide a visual representation of FINCA's impact and mission. To do this, the organization needed a Web site that had the ability to provide advanced segmentation. The segmentation capability in Kintera Sphere CMS has enabled FINCA to have a Web site that provides individual stories and pictures of loan recipients living and working in more than 20 countries. Web site visitors can browse by region to learn first hand the impact their gift can make. The site also offers a global map that shows supporters the areas where FINCA operates.

### Result Highlights

- **Raised \$150,000 online in four months, an increase of nearly 400 percent**
- **Almost doubled the number of e-newsletter subscribers**
- **Increased Web site traffic to an average of 20,000 visits a month**