Who is the Fisher Center for Alzheimer’s Research Foundation?

Philanthropists Zachary Fisher and David Rockefeller joined forces to establish the Fisher Center for Alzheimer’s Research Foundation to fund research into the causes, care, and cure of Alzheimer’s disease and creating much-needed educational programs. The Center opened shortly after Fisher’s wife Elizabeth was diagnosed with Alzheimer’s disease. More than 5 million people have Alzheimer’s today, and by 2050 that number is expected to triple. The Center houses the largest laboratory in the United States involved in Alzheimer’s research. Ninety percent of all donations go directly to research and programs.

Why AWeber

As a non-profit, the foundation needed an email marketing solution to help them communicate with their members and donors. The majority of people who donate have been affected by the disease one way or the other. Email marketing allows the foundation to build awareness of their essential work, both research and programs, as well as create a channel for donations to fund their vital work.

AWeber’s powerfulfully-simple email marketing solution provided the necessary tools to help them grow their audience seamlessly and deliver amazing-looking emails to their members and donors.

Awesome Results with AWeber

As a non-profit, the Fisher Center for Alzheimer’s Research Foundation says an email address is invaluable because it provides a direct line of access to donors and subscribers. Building and maintaining a healthy email list is imperative to communicate medical breakthroughs as well as raise funds for research to find a cure for Alzheimer’s disease. Using AWeber’s solution, the foundation experienced a 500% increase in the number of subscribers on its email list.

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Favorite Feature

The Fisher Center for Alzheimer’s Research Foundation structures their emails based on past and current communications, targeting specific emails to specific people. Tagging and segmenting their audience is essential so they can provide the most relevant communications.

The subscriber management features in AWeber are huge for us. In the past, I couldn’t tag people we already had in our list. Now I can. I used it last week to tag donors with the year of their donations.

said Lucrettia Holden, SHRM-CP Senior Vice President.

For information about the Fisher Center for Alzheimer’s Research Foundation or to donate, visit www.alzinfo.org