

InterAct Reading Service

Supporting Stroke Recovery

Who is Who

InterAct Reading Service is a charity founded in the year 2000 on the basis of an innovative idea: using professional actors to deliver live, witty and inspiring short stories to people who have had a stroke.

InterAct currently reads in 21 hospitals and over 50 stroke clubs around the UK. The charity is dedicated to supporting stroke recovery and the readings, delivered in stroke units, stroke clubs and community projects; are designed to speed recovery by improving mood, stimulating the brain and providing much needed entertainment.

Advantage^{NFP} is a portfolio of products, from Redbourn Business Systems, specifically designed for the NFP sector. It includes solutions for CRM, fundraising, alumni, membership and ticketed event management.

InterAct Reading Service has been an Advantage^{NFP} Fundraiser customer since 2006 and they are using the Solo version of Advantage^{NFP} Fundraiser. **Advantage^{NFP} Fundraiser** is helping them to manage their world and raise more funds.

Social Media Presence

InterAct Reading Service has a **Twitter** feed, a **Facebook** page and a presence on **LinkedIn**. Starting in 2011 with very minimal online presence, besides its website, InterAct Reading have worked at increasing their online social media presence and have developed a healthy number of followers in that time.

“Updating our social networking sites has become an integral part of the working day, and has become ingrained in our marketing drives” Sarah Clementson from InterAct Reading admits.

Results

InterAct Reading mainly uses social media sites to promote events and competitions and raise awareness of the charity’s work. It also enables InterAct Reading to thank supporters and donors publicly.

“Twitter especially has provided a great platform to connect with other charities and directly with individuals affected by stroke. We have reached a far wider audience and increased the charity’s profile through the social media sites” Sarah added.

Future

Sarah concludes ***“We aim to continue to develop our social media presence and forge more relationships and potential partnerships online. Now we have realised the importance and effectiveness of social media, we hope to continue to utilise its benefits.”***



Helping not-for-profit organisations worldwide by providing CRM, fundraising, membership, alumni and ticketed event management solutions. Helping you to manage your world and raise more funds.

100% of our clients would recommend us! The UK's No. 1 charity CRM database solution.