

Case Study:

MissionFish

Heather Hanson, Community Coordinator

Supporting 8,707 nonprofit organizations and raising over 31 million dollars in donations, you could say MissionFish has been quite successful since the eBay Giving Works program was launched in late 2002.

MissionFish is the exclusive charity solution provider for eBay Giving Works and helps raise money for nonprofits by collecting donations from eBay sellers. As the Community Coordinator for MissionFish, Heather Hanson

is responsible for teaching all the

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nonprofits how to effectively promote themselves to eBay sellers so traders will list products on their behalf.

Heather conducts two weekly webinars using ReadyTalk, including MissionFish 101 which explains the services MissionFish offers to the nonprofits that have recently joined. Along with uploading PowerPoint presentations to show the step-by-step process of joining and using MissionFish, Heather also likes to record her webinars. "We use the recording function [to record webinars and upload them to our website]...so if someone wasn't available on the Wednesdays of every month, then they could just download the tutorials directly from our site."

With an average of ten nonprofits joining these webinars every week, having an easy and seamless conferencing solution is crucial.

Thanks to ReadyTalk's simple infrastructure, Heather doesn't have to take the time to train her clients to use ReadyTalk before each conference. "I have never had any complaints about ReadyTalk. Everyone understands it and we actually get...feedback that it's great and easy to use."

Although MissionFish has been extremely satisfied with ReadyTalk since becoming customers in May 2005, their conferencing providers have not always been dependable. Heather claims that ReadyTalk stands out from the rest: "ReadyTalk is the best web conferencing service we've ever used. It's easy, reliable and fun!"

As they work hard and have fun, MissionFish is sure to have continued success using ReadyTalk for their conferencing solution: "We are all very happy with ReadyTalk. We love it. I use it as much as possible!"

