StratusLIVE WEBINAR

StratusLIVE Tech Talks

Building the Modern Nonprofit: Cloud-First, Data-Driven, AI-Powered
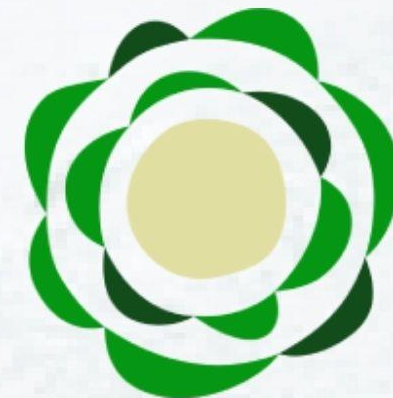
StratusLIVE Tech Talks WITH Microsoft & GREATER CHICAGO FOOD DEPOSITORY

AGENDA

- Introductions
- A Future-Ready CRM Strategy
- Assessing your Cloud Readiness
- The Greater Chicago Food Depository's CRM Journey
- Q&A

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MEET THE SPEAKERS

Jim Funari

CEO, Co-Founder

StratusLIVE

Craig Parker

Sr. Partner

Development Manager

Tech for Social Impact |

Microsoft Philanthropies

Brett Meyer

VP, Professional

Services

StratusLIVE

Andy Seikel

Head of Technology &

Transformation

The Greater Chicago

Food Depository

DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

CATALYST INVESTORS — SaaS Market Map

techsoup

MOST PROMISING MICROSOFT SOLUTIONS PROVIDER 2022
StratusLIVE
Awarded by **CIOReview**

High Performer — WINTER 2024

High Performer — Americas WINTER 2024

100%
Implementation Success Rate

+58 NPS

20+ M
Donor Profiles

$1B+
Annualized Giving

StratusLIVE's Nonprofit Industry Cloud delivers a complete, fully-integrated, enterprise-class solution for modern digital fundraising.

4

Microsoft mission

Empower every person and every organization on the planet to achieve more.

TSI Mission

Bring the power of AI to social impact organizations everywhere

Future-Ready doesn't necessarily equate to more tools. It means building better, integrated systems that work together harmoniously.

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FUTURE-READY CRM STRATEGY

CRM is no longer a static record-keeping tool but a dynamic mission engine driving **fundraising**, **stakeholder engagement**, and **decision-making.**

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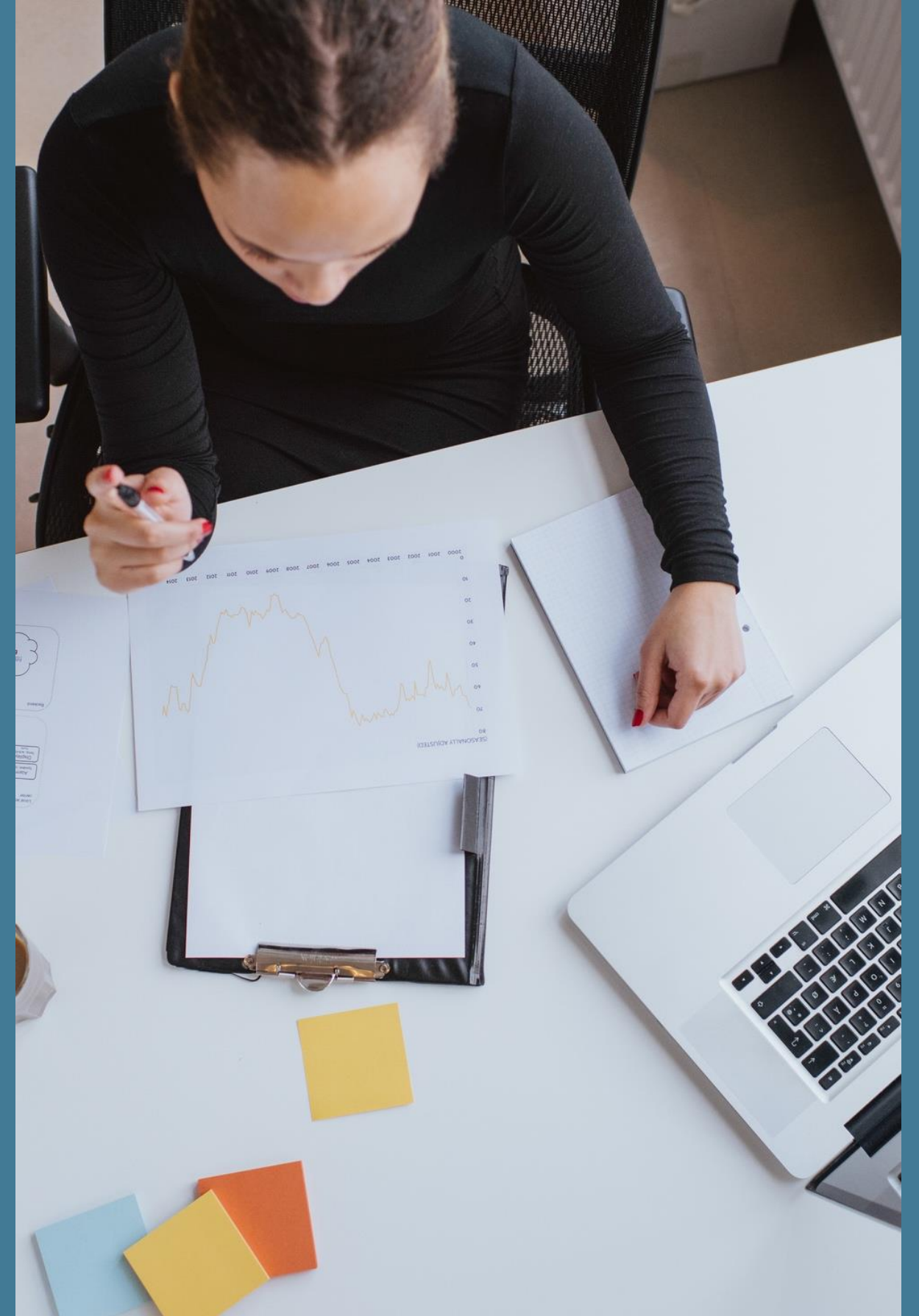
CHARACTERISTICS OF A FUTURE-READY CRM

Unified, 360° constituent view

Data-Driven Decision Making

Automation & Personalization at Scale

Mission & Strategy Alignment

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WARNING SIGNS: IS YOUR CRM STUCK IN THE PAST?

- Siloed Data

- Lack of Automation

- Poor Reporting/Limited Insights

- No Remote or Mobile Access

- Low User Adoption & Workarounds

- Inability to Scale or Adopt New Features

- Security and Compliance Concerns
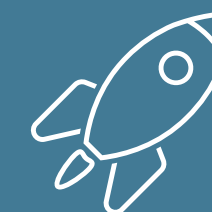
A NONPROFIT CRM MATURITY MODEL

Fragmented ⚠	Integrated 🔗	Insight-Driven 🚀

Signs

• Disparate Systems • Manual Data Transfers • Inconsistent Donor Experiences • Manual Processes • Basic, historical reporting	• Key tools integrated • Minimal duplicate data entry • Semi-automated reporting • Improved reporting with trends analysis • Increased user adoption because staff realize benefits	• High data quality • Real-time, self-service reporting • Advanced analytics (AI & predictive models) • Personalized marketing and engagement • Automation • Data-driven decision making

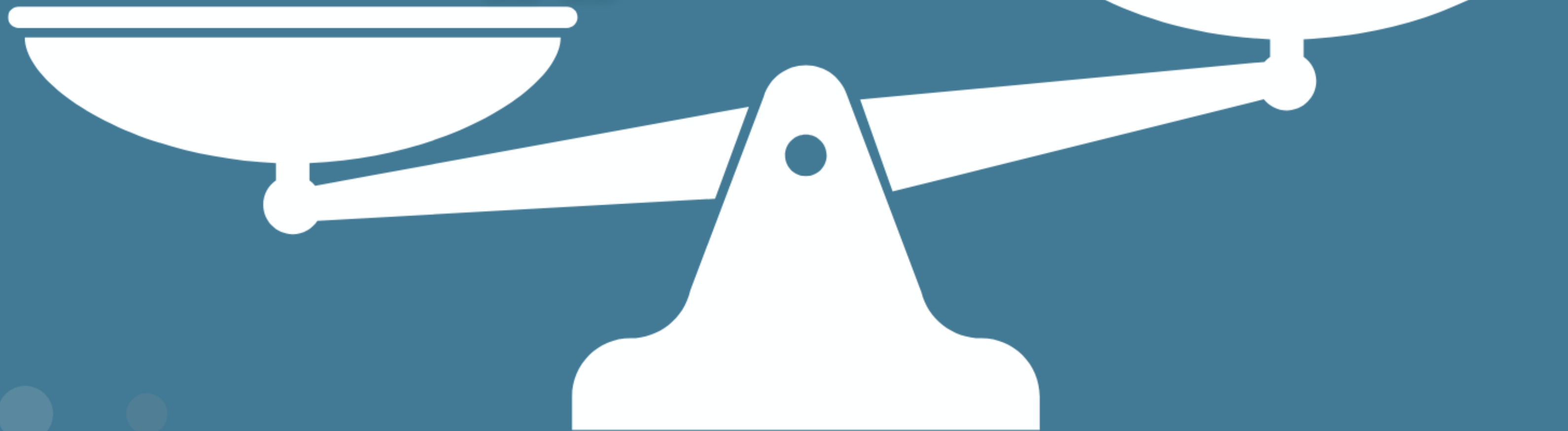**Characteristics**

• Siloed and uncoordinated data and processes • Different teams use different tools • No single source of truth	• Unified platform • One primary CRM with a 360° view of constituents	• Data used as a strategic advantage • Real-time insights, predications, recommendations that allows for proactive engagement

ARE YOU REALLY CLOUD-BASED?

CHARACTERISTICS OF A TRUE CLOUD-BASED SYSTEM

- Accessible anytime, anywhere

- Integrated data

- Real-time data and dashboards

- Scalability and flexibility

- Disaster recovery and continuity

- Security and compliance

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THE GREATER CHICAGO FOOD DEPOSITORY'S CRM JOURNEY

Brett Meyer
VP, Professional Services

StratusLIVE

Andy Seikel
Head of Technology & Transformation

GREATER CHICAGO FOOD DEPOSITORY

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KEY TAKEAWAYS

- Strategy first, technology second

- Invest in your team's skills and buy-in

- Start with preparation

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THANK YOU

ANY QUESTIONS?

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Microsoft

Microsoft Tech for Social Impact is committed to delivering affordable and innovative cloud solutions to help nonprofits tackle the world's biggest challenges.

- Access grants and discounts across our cloud products: aka.ms/nonprofits

- Join the Nonprofit Community: aka.ms/nonprofitcommunity

Stay In Touch

stratuslive.com