



## SUCCESS SNAPSHOT

### ArtsWave

#### PROBLEM

ArtsWave relies on tens of thousands of donors to support more than 100 local art and community organizations. They were hindered by their use of multiple systems that didn't work together. They had standalone systems for donor management, email marketing and other organizational functions. This caused significant delays in donor communications and lack of personalization.

#### SOLUTION

ArtsWave narrowed down their CRM selection to Microsoft Dynamics CRM and turned to StratusLIVE, which brings together an enterprise CRM, donor management and fundraising functionality. This enabled speeding up donor communications with multiple work-flows and email templates that were personalized and segmented based on donor profiles.

#### RESULT

By bringing everything together, ArtsWave has increased responsiveness. One area that has been particularly helpful is the ArtsPass Membership emails. Email sends are now automated with a tailored message to each donor based on their current membership status. In addition to personalized emails, ArtsWave is utilizing web forms that automatically populate and update donor profiles.

**ArtsWave increased donor responsiveness by streamlining their donor management system and personalizing each donor engagement.**

#### BENEFITS FOR ARTSWAVE

- Significantly reduced the timeline for donor acknowledgement communications from a few months to one day.
- Integrated solution streamlines processes and provides a singular view into donor and contact data.
- Increased engagement with donors and other email subscribers.

“*With an integrated solution from ClickDimensions and StratusLIVE, now we don't have to spend as much time maintaining contact lists and transferring data between systems. We can focus on bettering communications and analysis and what's really important to our mission.*”

Kate Kennedy, Chief Operating Officer

