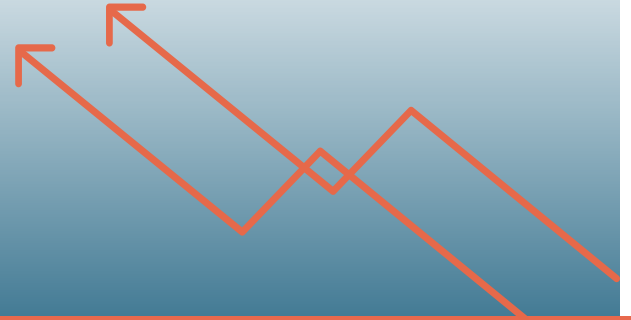


## Elevate Philanthropy Method

The Top Four Challenges Facing Nonprofits Today

stratuslive.com



Based upon StratusLIVE's primary feedback and secondary research, we uncovered four common challenges nonprofits face today:

### 1. UNRELIABLE FUNDING

Funding is THE major challenge facing most nonprofits today. This challenge is worsened by the government's cost cutting measures and the increased number of nonprofits competing for the same donors (In fact, there are over 1.5 million registered nonprofits in the United States alone!). With fewer available donors, nonprofits secure fewer donations, limiting their resources to fund operations.

### 2. DONOR CHURN

According to NonProfit PRO's 2019 Nonprofit Leadership Impact Study, 64% of survey participants said donor acquisition and donor retention were the biggest challenges in 2019.

### 3. DATA TRANSPARENCY

Nonprofits must measure return on investment (ROI) and outcomes, and report this data to their donors, staff, board, and the government. Many organizations struggle to navigate these regulatory hurdles.

### 4. DISPARATE SOFTWARE

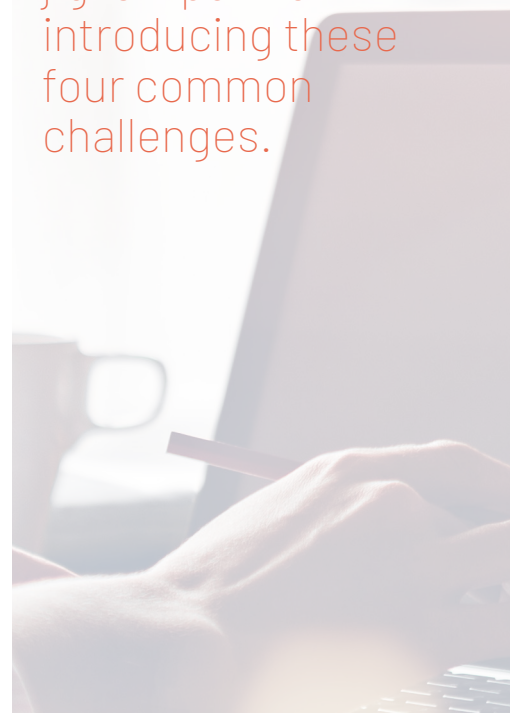
Disconnected software increases manual import and export efforts and creates duplicate records resulting in poor data hygiene. Ultimately, this creates a situation in which the left hand of your organization doesn't know what the right hand is doing.

## How did nonprofit organizations become so disjointed?

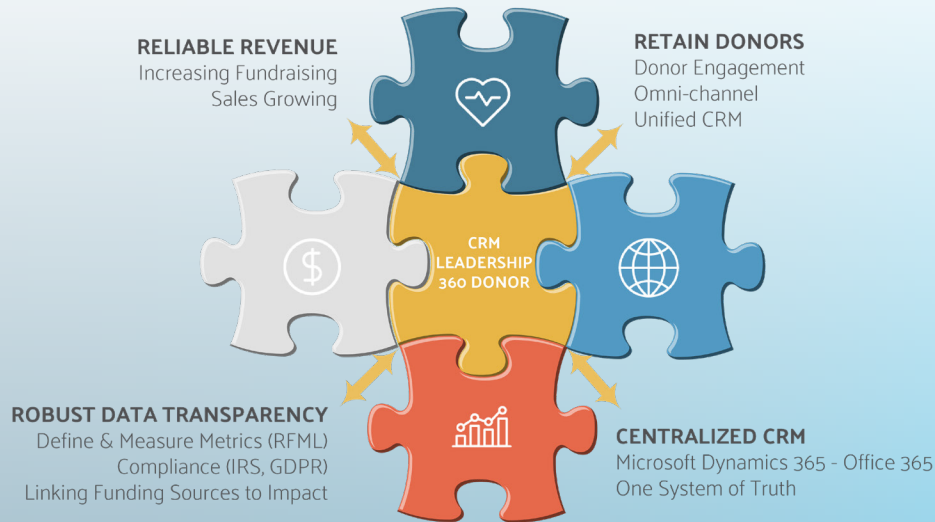
Over time, individuals select a system to solve one or a few problems. This results in a disconnected jigsaw puzzle introducing these four common challenges.

Three Keys to Become an Interconnected Nonprofit that Solves these Challenges

- 1 CRM Technology
- 2 Leadership Commitment
- 3 Effective Partner



# WHAT DOES AN INTERCONNECTED ORGANIZATION LOOK LIKE?



## QUALITIES OF AN EFFECTIVE CRM PARTNER

1

### PROVEN PRODUCT

Your organization needs a proven CRM product, not a “project” of loosely tied together applications.

2

### ONE ACCOUNTABLE PARTNER

It’s important to work with one accountable CRM partner that builds, implements, and supports their own product.

3

### STRAIGHTFORWARD IMPLEMENTATION PROCESS

Your CRM provider should utilize a prescriptive implementation process from data conversion to configuration and training.

4

### NONPROFIT SUBJECT MATTER EXPERTS

You deserve to work with a team that has nonprofit experience working within your roles.

5

### PARTNER ECOYSTEM

Your CRM partner should have access to vetted providers that extend your functional needs.

6

### MARQUEE CLIENTS

Evaluate the successes of your CRM partner’s clients. Your CRM partner needs Peer Nonprofit client successes.