

# CIOReview

JULY - 2021

ISSN 2644-237X

CIOREVIEW.COM

The Navigator for Enterprise Solutions



Awarded by CIOReview

## StratusLIVE



Awarded by CIOReview

*The annual listing of 50 companies that are at the forefront of providing Microsoft solutions and transforming businesses*

# StratusLIVE

## Enabling Social Good with Technology

**F**ollowing the COVID-19 outbreak last year, businesses had to deal with unprecedented crises and constant changes. Many nonprofit organizations, especially, entered this period of uncertainty with a deficit of reserve funds. And ever since, the pandemic has been making their financial situation even more challenging. Throughout a year of forced closures, months of remote work, and inconsistent reopening plans, many nonprofits have been forced to call off or postpone their fundraising events. Making the situation even worse, many donors started pulling back, due to the fear of an impending financial crunch.

In order to survive this period of crisis, many nonprofits are now transforming how they work or interact with their stakeholders, i.e., the beneficiaries, donors, volunteers, and board members. In this regard, a notable trend among nonprofit entities is the adoption of Cloud CRM tools to enable more targeted and cohesive communication with donors. “Many nonprofits are completely replacing their traditional donor management tools with cutting-edge CRM tools,” says Jim Funari, a reputed thought leader in the nonprofit space. Funari explains that these cutting-edge CRM solutions help nonprofits create a unique digital-

first experience for their potential donors. The challenge, however, lies in implementing market-available CRM solutions for a nonprofit organization’s workflow. Since most off-the-shelf CRM solutions are not primarily built for fundraising and donor management, they fall short in meeting the unique needs of nonprofits—offering less than satisfactory outputs.

“This is precisely where our company, StratusLIVE, comes in. We have developed a tailored enterprise-grade CRM solution exclusively to help nonprofits engage donors and nurture lasting relationships with them,” comments Funari, co-founder and CEO of StratusLIVE.

Introducing StratusLIVE 365 Nonprofit CRM Business Application

An independent software vendor (ISV) in the nonprofit space, StratusLIVE has developed its StratusLIVE 365 donor management platform using Microsoft Dynamics 365 CRM product as the foundation. Funari explains that the reason StratusLIVE chose Microsoft Dynamics 365 CRM as the backbone of its donor management platform is simple: the ubiquity of Microsoft solutions. Many organizations already use different components of Microsoft solutions—namely Teams, Outlook, Office, and others—in their daily operation. And being built on the same foundation, StratusLIVE 365 makes the usability of the solution that much more easy and effortless; it doesn’t require users to go through any additional training. “This is one of the unique aspects of our solution. Our expertise in



Jim Funari

Microsoft solutions and rich history in the nonprofit arena makes us most suited to understand our clients' specific needs and mold solutions accordingly," states Debbie Snyder, group vice president of marketing at StratusLIVE.

**We have developed a tailored enterprise-grade CRM and Online Giving solution exclusively to help nonprofits engage donors and nurture a lasting relationship with them**

In terms of functionality, StratusLIVE 365 uses constituency data to uncover valuable insights on target donor groups' history, location, demographics, unique interests, and more. In addition, the tool can further segment the donor groups based on their past campaign response data in real-time. Nonprofit organizations can thus understand their existing supporters better and uncover new relationships with prospective donors. Using the data collected by StratusLIVE 365, nonprofits can also create and manage multi-faceted marketing campaigns through direct email and social media to engage different donors while meeting the needs of their fundraising programs,

campaigns, and charities. At the same time, it can enable nonprofits to manage grants and volunteers with greater efficiency.

Apart from offering donor management solutions for nonprofits, StratusLIVE also brings forth a best-of-breed integrated online giving platform—StratusLIVE Ignite Online Giving. "Corporations and federations use the StratusLIVE Ignite Online Giving platform to power their CSR initiatives and donate to causes of their choice," notes Funari. It is an intuitive, rapidly deployable, comprehensive online giving solution with different modules like 'Give at Work' for workplace donations from employees,

their engagement with StratusLIVE, ArtsWave used an older legacy system to manage their fundraising. But as soon as ArtsWave migrated to StratusLIVE 365 CRM and StratusLIVE Ignite Online Giving platform, the organization started supporting newer giving methods to meet the needs of digital-savvy givers, resulting in over 60 percent of their transactions conducted digitally in 2020. This allowed ArtsWave to quickly establish the Arts Vibrancy Recovery Fund for helping organizations and individual artists survive and thrive in challenging times.

Moving forward with many similar success stories under its hood, StratusLIVE is poised to revolutionize



'Give in Teams,' for Team fundraising, and 'Give with Friends' for DIY Peer-to-Peer campaigns, and more. Using this, companies can quickly create, manage, and report online giving initiatives, and discover how those efforts can engage employees with different giving interests.

At this juncture, Funari shares an instance when ArtsWave—the U.S.'s first and largest community campaign for the arts based out of Cincinnati—partnered with StratusLIVE. Prior to

the nonprofit space. The Founder and CEO notes that the COVID-19 pandemic has increased the demand for more fundraising activities around the world, and StratusLIVE looks to play a key role in alleviating this situation with its StratusLIVE 365 and StratusLIVE Ignite solutions. "Because, at the end of the day, we all want to improve our communities and society. And StratusLIVE, with its technological means, is helping the society take one step further in bridging that gap every day," concludes Funari. 