

# Why you Should Leave your Nonprofit Legacy Software

— A WEBINAR —



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# Agenda



- Introductions
- Who is StratusLIVE?
- What does digital maturity look like?
- What are the challenges of legacy software?
- Case Study – ArtsWave
- Demo
- Q&A

# Speakers



**Debbie Snyder**

*GVP, Sales &  
Marketing*  
StratusLIVE



**Nick Mills**

*CRM Product Analyst*  
StratusLIVE



**Kelly Perry**

*Digital  
Marketing  
Manager*  
StratusLIVE

We design, build, implement and support innovative Software for Social Good that connect donors - and companies - to the nonprofit missions and causes they care about.

# StratusLIVE 365 CRM

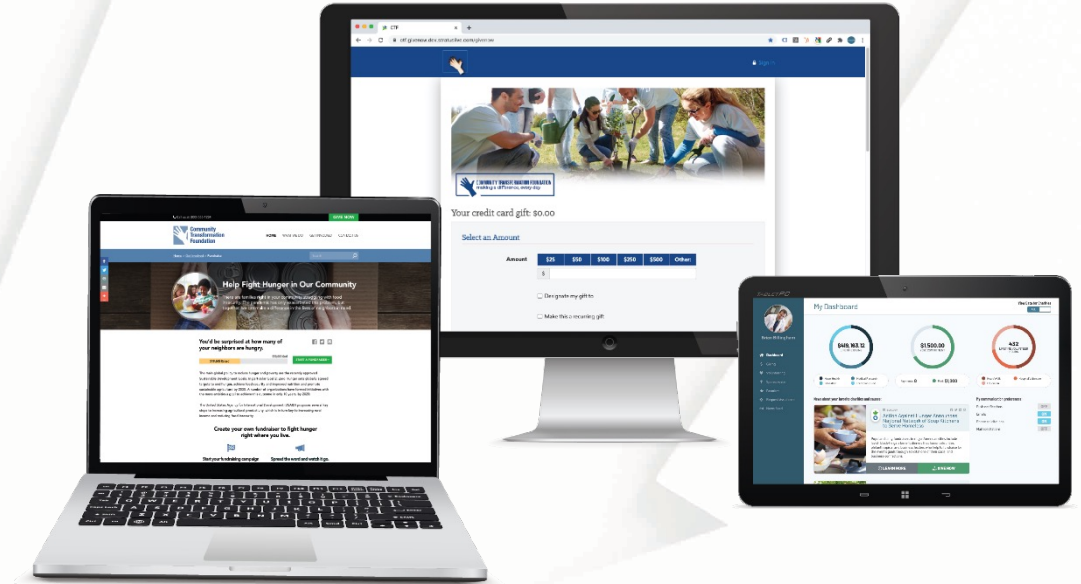


Microsoft  
Dynamics 365

**20 million**  
donor profiles  
**Over \$1 billion**  
in annualized giving

Built on the powerful  
**Microsoft**  
**Dynamics 365**  
platform

# StratusLIVE Ignite Online Giving



Give at Work  
Give Now  
Give in Teams  
Give with Friends

Volunteer Now  
Events  
Donor Hub  
CRM Integration Services  
Community Hub

**StratusLIVE**

# What does digital maturity look like?

- “Ability to leverage data to inform decision-making, reach new audiences, personalize communications & forecast fundraising income”
- **12%** of organizations surveyed considered themselves **digitally mature**
- **35%** of organizations surveyed considered themselves ‘**digital rookies**’



# What are the challenges of nonprofit legacy software?



# First challenge



## Project Approach

- Incomplete nonprofit features
- “Build-as-you-go” methodology
- Extensive customizations
- Staff involvement required

## Disjointed Proprietary Systems

- Separate proprietary platforms
- External integrations
- Lacks seamless unified interconnectedness among disparate systems
- Staff involvement required



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**Purpose-built  
product**

**Built on a  
commercial  
platform**

**Ongoing  
enhancement and  
innovation**

**Rigorous  
product testing**

# Second challenge: costly integrations



- Risk of delayed executions
- Improper use of staff time
- Invisible, costly, dangerous

# Solution: fully integrated solution



## Organization Benefits

- Eliminates data silos
- Ensures data integrity
- Creates a holistic donor picture

## Donor Benefits

- Streamlines the engagement experience
- Increases gift effectiveness
- Secures trust

# Third challenge: risk of failed implementations



- Third-party providers not involved in the ‘build-as-you-go’ methodology
- Disjointed proprietary systems may charge additional costs
- Support is unclear



# Solution: one accountable partner – no outsourcing

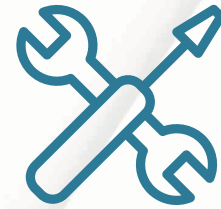
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**98%** of staff with direct nonprofit experience



**In-house technical team** provides support



**One** professional implementation staff

## Fourth challenge: security



- Poor security protocols
- Outdated proprietary systems

## Solution: secure database



- Commercial platform from Microsoft
- Dual redundancy for failover and backups
- Avoid hostage-ware situations

# Fifth challenge: multiple interfaces



- Disjointed user experiences
- Staff turnover and training challenges
- Data silos



# Solution: one interface



Increases efficiencies  
and collaboration



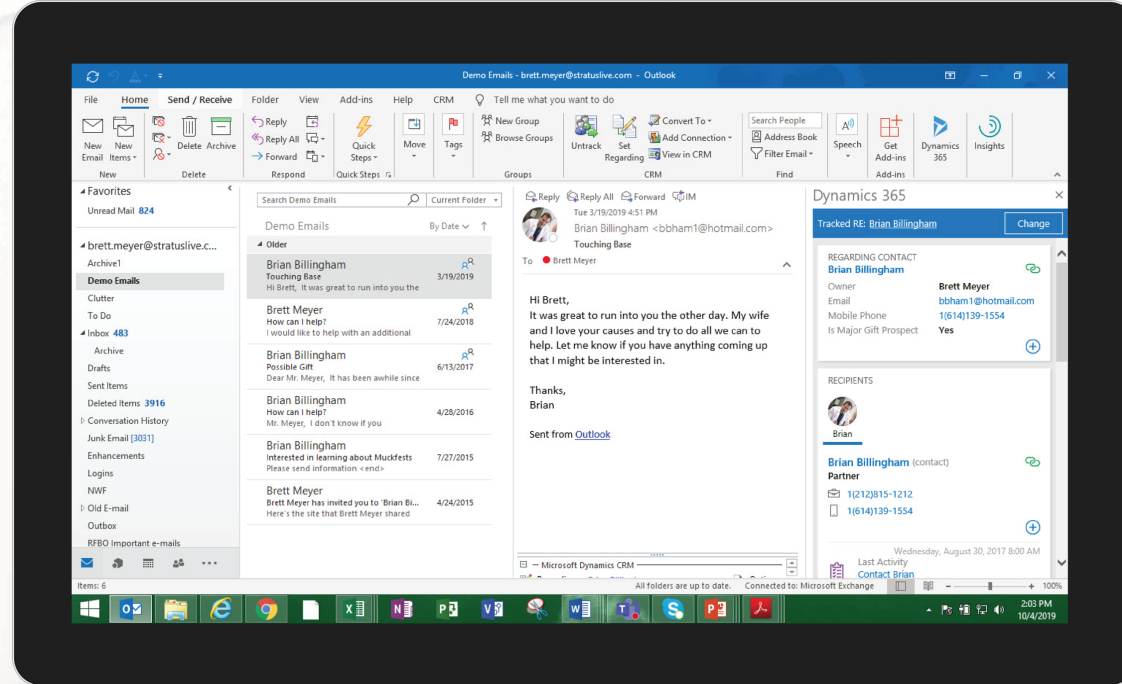
One donor identity



Ensures data integrity



Feels valued with  
one-to-one  
communication





# CASE STUDY

## Challenge

Fundraising inefficiencies, poor segmentation and personalization, no digital giving offerings



## Solution

- Consolidated point solutions into a single platform
- Implemented Ignite for online giving
- Utilized Power BI to analyze outcomes

## Results

- **33.7% increase** in average donations from individuals
- In 2020, **over 60% of transactions were digital** versus 25% when implemented Ignite
- **85 corporate campaigns** through Give at Work raising over **\$4.3M** in 2020

Let's see  
it in action!



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Thank you!  
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