



# What Drives You Crazy?

10 Things You Wish You Could Change About Your Donor Database

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# A New Approach to Donor Management

## Web based

- No more hardware
- No more backups
- Access from anywhere

## Open

- Customize with clicks, not code
- More than 1,000 add-on apps
- Integration is a strength

## CRM

- More than just a donor database
- Value for the entire org
- Replaces all of your data silos

# Easy to Use

Makes it easier to do your job

# Introduction to Heller Consulting

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- We help non-profits streamline fundraising operations and maximize their use of fundraising technology.
- Some Stats:
  - 12 Years, 600+ Clients, 1200+ projects
  - 3 Offices: San Francisco - Chicago – New York
  - 24 people
  - Too much fun (we love our work!)
- Our approach and expertise grows out of our real-world, hands-on experience working in non-profits.
- We've developed best practices to address the most common challenges our clients face (and plenty of unusual ones as well).

# State of the Donor Database Market

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## Vendor-driven software

- Vendor decides features
- Variable responsiveness to clients / lack of competition
- Closed systems – if vendor didn't make changes, no changes happened
- Held hostage by client/server and hardware investments

## Legacy platforms

- Lagging on contemporary features
- Don't talk to each other
- Can't be modified except with fancy, expensive programming
- Require a large IT investment to support

## With Software as a Service (SaaS):

- NP's have flexibility
- Vendors have motivation to keep NP's happy



## Storing My Data

- *“Capturing emails from donors in the database requires copy and paste.”*
- *“There’s no way to enter multiple gifts at once.”*
- *“It’s hard to know which gifts have been acknowledged, when, and how.”*
- *“We’d love to create some custom fields, but can’t afford the technical cost.”*



## Navigating the System

- *“The search features are too limiting, I want Google search!”*
- *“It’s hard for me to do my job with all of the clutter.”*
- *“Navigating the database requires a compass and map.”*



## Getting Valuable Information

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- *“Getting reports sent via email is not possible.”*
- *“Customizing reports requires advanced technical skills and training.”*
- *“Web access is either impossible or very hard.”*

# Demonstration

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For a personalized, detailed demo, please contact us.

[commonground@convio.com](mailto:commonground@convio.com)



# Summary: Common Ground

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It's easy to customize, without technical skill



It works the way YOU work



It's intuitive and easy to use

# Thank You For Attending!

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- For more information on **Common Ground:**

Web: [www.convio.com/commonground](http://www.convio.com/commonground)

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