

e-CRM in a Nonprofit World

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CRM Definition (business perspective)

CRM is:

- ◆ a multi-year, phased business strategy
- ◆ a consistent set of customer-centric behaviors
- ◆ a process that supports interactions across channels
- ◆ understanding and anticipating customer's needs
- ◆ tactics designed to optimize revenue and loyalty

Key drivers of a successful CRM strategy are:


- ◆ value delivered to the customer
- ◆ an improved customer experience

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CRM Definition (technology perspective)

CRM involves:

- ◆ Capturing customer data from across the enterprise
- ◆ Consolidating all internally and externally acquired customer related data in a central database
- ◆ Analyzing the consolidated data (e.g. internal ROI on functions and activities; customer profitability analysis)
- ◆ Distributing the results of that analysis to various customer touchpoints

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CRM Definition (technology perspective)

CRM involves:


- ◆ Using this information when interacting with customers via multiple touchpoints:
 - ◆ Website
 - ◆ online and/or on-air pledge
 - ◆ direct marketing via mail and e-mail
 - ◆ inbound and outbound call centers
 - ◆ underwriting sales in the field
- ◆ Enabling fully interactive personalized web experiences
- ◆ Enabling seamless coordinated customer interactions throughout all channels and across all departments

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Why do e-CRM?

◆ **Value proposition from a marketing perspective**

- ◆ Increase donor retention
- ◆ Increase average gift size
- ◆ Increase donor lifetime value (LTV)
- ◆ Decrease the cost of fundraising
- ◆ A 5 % increase in donor retention rate could mean a 50 % to 100 % increase in donor LTV

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Why do e-CRM?

◆ **Value proposition from an IT perspective**

- ◆ Centralize customer data
- ◆ Streamline campaign processing
- ◆ Set processes for electronic communications
- ◆ Improve call center/fulfillment efficiency
- ◆ Improved data hygiene through online collection and modification

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Benefits of e-CRM

◆ The Web is just one of many 'tools' to:

- ◆ Support a larger e-CRM strategy
- ◆ Improve communications with donors
- ◆ Enhance ability to learn about donor needs
- ◆ Increase responsiveness to donors
- ◆ Reduce donor transaction costs

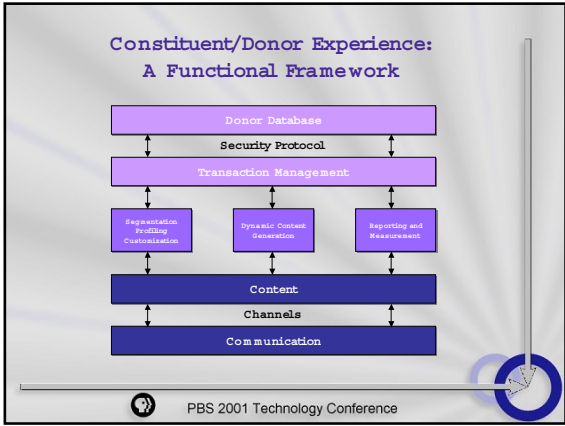
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Turning Customer Information into Bottom Line Profit

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The e-CRM Universe

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Donor Database

Objective: provide donor's access to manage their information

Market Size	Approach	Options
Major	Powerful RDBMS allowing interactive access for data review and modification	Real time Oracle-driven solution w/XML
Midsize	Provide view-only access and batch updates	Batch import/export
Small	Provide means for donors to share address changes and make inquiries	Web-based forms, automated email generation

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Transaction Management

Objective: efficient and timely processing of online contributions

Market Size	Approach	Options
Major	Seamless processing across all enterprise channels	PaymentsPlus, direct integration with back-office
Midsize	Enable online credit card verification	CharityWeb, Verisign
Small	Provide basic, secure transaction collection	Encrypted data, desktop processing

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Content Management

Objective: store valuable content in easily-accessible format

Market Size	Approach	Options
Major	Custom deployment of CMS software marrying content with marketing plans	Fatwire, Expressroom
Midsize	Application Service Provider	Convio
Small	Create HTML (or DHTML) pages for display of content	Dreamweaver

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Communication

Objective: utilize electronic media to build strong relationships

Market Size	Approach	Options
Major	Push relevant content to donors and allow for direct response - 2-way dialogue	Brighware, E. piphany, Delano
Midsize	Customized messaging, ROI tracking	ClickAction, FloNet
Small	"mass," e-mail newsletters, fundraising and program updates	Lyris

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How will you be successful? It's all about trust

Earn the trust of your constituents. Through superior use of data, make the most of every contact. Endeavor to create relevance and build relationship with:

- ◆ Trust through images
- ◆ Trust through experience
- ◆ Trust through customized relationships
- ◆ Reduce risk through site security
- ◆ Inform and educate on your policies
- ◆ Ensure site accessibility/tech computability

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