

# Case Study : How NEON™ is Empowering Non-Profits

## The Company

The Kidney Cancer Association (KCA) is a mid-sized non-profit voluntary health agency. A staff of only four people manages a constituent database of more than 60,000 people in 102 countries.

*"NEON is the single best investment our organization has made in technology. Any charity that is considering improving how it interfaces with donors and other constituents would do well to consider NEON. I will gladly speak personally with anyone who wants information from a highly satisfied user." - Bill Bro, CEO Kidney Cancer Association*

## The Challenges

To recruit new members and to keep in touch with them, KCA subscribed to several third-party web services, which included online donation and event registration, a web forum, live chat application, e-newsletters and email campaign creation tools. These services helped the organization to effectively build a stronger community, but the organization faced major challenges:

### 1. Data not accurately transferred from third party vendors

- × None of the services allowed staff to directly transfer their data into their main database without time-consuming manual tweaking.
- × Because importing the data could be a complicated task and was error-prone, duplicated or erroneous records were created. Eventually, after several imports, their central database became difficult to maintain.
- × Correcting data inaccuracies consumed staff time that could have been devoted to fundraising activities and constituent relationship management.
- × *"A major problem was trying to find a better method for preserving data integrity as we grew," says Bill Bro, KCA CEO.*

### 2. Outdated desktop software decreased efficiency

- × KCA was using MIP's *Paradigm* software to manage donations, event registrations and other activities for their fast-growing constituent database. As a standalone application, *Paradigm* did not easily integrate with third party web or email services.
- × This lack of process automation increased staff workload.
- × *Paradigm* software patches and bug fixes were time-consuming and required phone calls to technical support or hiring outside IT help to implement.
- × *"One of the most troublesome issues was that data was always out-of-sync," says Celeste Kelley, KCA vice president for communications.*

## The Solution

KCA's goal: to implement a cost-efficient, fully integrated web solution that offers all the important features in *Paradigm*.

- ✓ To meet its database management needs, KCA selected NEON's integrated and easy-to-use online service.
- ✓ For marketing, email communications, and newsletters, they chose NEON's robust email tool, which is included with every NEON subscription.
- ✓ To handle event registration, online payments, and automated renewal payments, NEON was chosen for its all-in-one usability.

## The Results

NEON's short learning curve, convenience, and ease of use has been a boon for KCA.

- ✓ KCA was up and running with NEON in less than two days. Deployment was quick, and the staff didn't need extensive training before using it.
- ✓ NEON saved the organization more than 30% over its current spending on IT solutions, while providing more features.
- ✓ By eliminating hours spent importing data, KCA staffs spend their time more productively.
- ✓ Email newsletters are quickly produced without having to import constituent data from third-party software, and manual duplicate checking is eliminated.
- ✓ Manual tweaking of data import is eliminated.
- ✓ Constituent data is now highly accurate, and no time is wasted manually copying entries, as all information gathered online is available instantly across all NEON modules.