

# Case Study

## Improving How World Vision Canada Sees Its Donors



World Vision prides itself on running a streamlined, efficient operation to maximize donor dollars which go to assist more than 100 million people in nearly 100 countries. However, in these economic times, competing for donor dollars has never been more difficult. A clear understanding of their challenges enabled the delivery of just what World Vision needed: one view of a donors giving history.

### About World Vision

Known as a first responder when disaster strikes, as well as a leading source of funding for long-term overseas development projects, World Vision Canada has a history of partnering with private donors and the government to address child rights, hunger and health.

### World Vision's Challenges

Six distinct teams operate across World Vision Canada, however, each siloed group ran on disparate, competitive technologies that could not exchange donor information. Because a donor can exist in all systems, a complete picture of an individual's total relationship with World Vision was not available to the staff members interacting with the donor. This led to fractured conversations and missed opportunities. Government sponsored "matched giving" campaigns were not capitalized on, and forecasting was impossible.

## The Solution

Consolidating all six competing CRM solutions into a single platform, eliminating Lotus Notes and leveraging the existing investment in SharePoint provided World Vision with a complete understanding of their relationship with each donor. For a seamless communication experience, integration to the AS400 financial system extended the donor view to include a complete giving history.

## The Rewards

With a clear picture of every donor's role, participation level, and experience, donor profiles are now visible across all teams at World Vision. Donors, in particular, appreciate the efficiency of this system because they know their dollars are hard at work on the things that count most.



A comprehensive view of donors



Increased efficiency



Revenue growth



Delighted sponsors and donors increase their giving commitment and we enjoy revenue growth, increased engagement and commitment from the giving community of time, talent and treasure ultimately results in increased yield to ministry for World Vision.

**Vice President Church & Relational Engagement,** World Vision Canada