The Technology Puzzle:
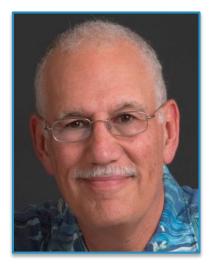## Managing Employee and Grants Data

Martin Schneiderman
President, Information Age Associates

Information Age Associates Corporate Clients

Types of Corporate Giving Systems

- Employee Giving / Workplace Giving
  - Matching gifts
  - Dollars for doers
  - Campaigns
  - Disaster relief
  - Volunteer management
  - In-kind donations
  - Sponsorships
  - Scholarships
  - Events
  - Political action committee (PAC)

- Grants Management

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An Overview of the Service Provider Choices

14 Major North American **Employee Giving** Service Providers

27 Major North American Integrated Foundation Information System **Grants Management** Service Providers

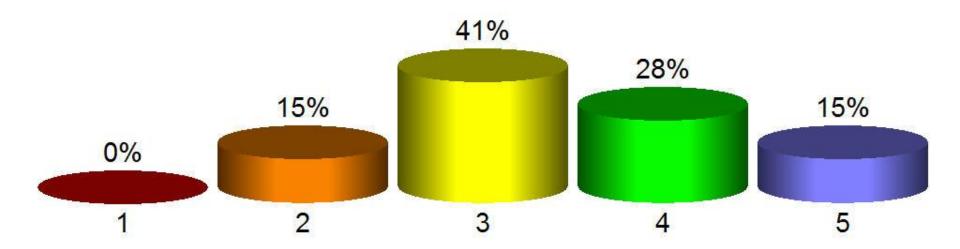# Polling Attendees about their Corporate Giving Service Providers

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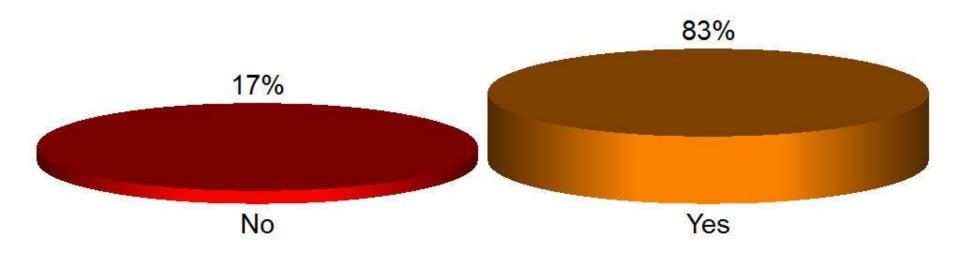
How well are your current grantmaking information **systems meeting your current needs?**

1. Extremely well
2. Well
3. Neutral
4. Not well
5. Not well at all
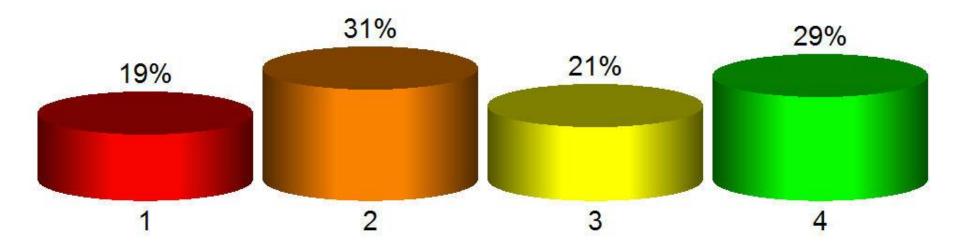
Are you currently **considering alternatives** to your current
systems?

17%

83%

No

Yes

Have you **switched** to a new system in the past 12-18 months?

1. Yes
2. No
3. We're now exploring this
4. We're planning to do this in the foreseeable future

19%

31%

21%

29%

1

2

3

4

What is your **single greatest concern** about corporate giving service providers and their hosted systems?

Session Attendee Feedback

- Seamlessly integrated employee giving and grants management systems
- Improved service
- A better user interface for everyone
- More needed features
- Better backend efficiency
- Reliable systems
- Better searching
- Improved reporting

- Better 501(c)(3) validation
- Improved lapse time for donating funds
- Global reach for employees and nonprofits worldwide
- Multi-currency
- Links to external services and our accounts payable
- Responsiveness/timing of disaster relief sites
- Grant outcome tracking
- Mobile accessibility

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To **Dream** the Impossible Dream

- A <u>seamlessly integrated</u> employee giving, volunteer, and grants management systems

- Has a great <u>modern user interface</u>

- It <u>powerful and easy</u> for everyone to use

- <u>Great support</u> from the service provider

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Types of Corporate Giving Service Providers

- Types of systems are either:

  - [Focused](#) *(does mainly one thing)*

  - [Full featured](#) *(employee giving + grants management)*

  - [Linked hybrid](#) system solution *(using API)*

- Large and small number of clients and in-house staff

- Old and new companies with differing technologies and approaches

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Major Changes in the Corporate Service Provider Businesses

Major Recent **Investments**

Investor	Action	Investee
Waud Capital	invests in	CyberGrants
JMI EQUITY	invests $38 in	benevity
Felicis Ventures and THE KRESGE FOUNDATION	invests $10.2M in	FLUXX

Publically reported investment amounts are shown above

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Some Recent **Acquisitions**

Purchaser	Action	Purchasee
CyberGrants	acquires	jkgroup
blackbaud®	acquires for $160M	MicroEdge®
benevity	acquires	**Grant**Stream
{g} GOOD DONE GREAT	acquires	AMERI*gives*

Publically reported purchase amounts are shown above

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Some More Recent **Acquisitions**

Purchaser	Action	Purchasee
roundCorner	acquires	npower bringing the tech community together for social good foundationConnect
SurveyMonkey®	acquires for 20+M	**FluidReview**™

Publically reported purchase amounts are shown above

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Some Recent **Partnerships**

Partner	Action	Partner
CAUSECAST	partners with	America's Charities
{g} GOOD DONE GREAT	partners with	VolunteerMatch
VERSAIC We Manage Good	partners with	The Rensselaerville Institute the think tank with muddy boots
VERSAIC We Manage Good	partners with	**CAUSECAST**

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Some More Recent **Partnerships**

Partner	Action	Partner
Many of the service providers	partners with	**GUIDESTAR**
benevity	partners with	**GlobalGiving**
benevity	partners with	**Versaic** We Manage Good
benevity	partners with	**techsoup** GLOBAL

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Key Factors in **Managing Acquisitions and Partnerships**

- Underestimating the <u>challenges in merging</u> very different organizations

- Managing different <u>business models and leadership</u> styles

- <u>Scaling up</u> to hire, train, and manage more staff plus effectively support more clients

- Figuring how to <u>realistically link and integrate</u> entirely different technologies

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Key Trends in 2016

- Focus on <u>hosted fully web-based systems</u>

- Improved <u>user interface</u> (UI)

- More <u>flexible</u> systems

- Expanded <u>integration</u> with other systems

- Major growth in <u>outcomes tracking</u>

- Movement toward stronger <u>corporate social responsibility</u> (CSR) and <u>customer relationship management</u> (CRM) systems

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Growth Rate and System **Development** Trends

- ○ Some have <u>increased clients</u> by 2X to 4X in the last 3 years

- ○ Some have invested in <u>lots of development</u>, and others <u>much less</u>

- ○ Many keep improving their <u>user interfaces</u> (UI) especially for casual users

- ○ Many are investing in new <u>outcome tracking and reporting</u> functionality

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Service Provider Reported
Legacy vs. Contemporary Systems

- "We're the <u>most mature one-stop-shop</u> in the field and we'll continue to be."

- "Many are touting integration, <u>we've already done it</u>."

- "Legacy companies built systems for a different era and for a different audience of system users."

  <u>But they didn't develop systems and provide services how we do it today</u>."

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Service Provider Reported
Linking and Integration

○ "Today 100+ grantmakers are still using our "traditional system. We'd <u>really like all of them to migrate to our new system, but we can't force this</u>."

○ "Today linking data between our two systems is <u>NOT yet in real time</u>. It's typically 24 hours." *Some others say 8 hours, 4 hours or 5 minutes*

Web **User Interface** Issues

○ All provide _Web browser access_ to your employees, retirees, corporate staff, and the corporate system administrator

But there can be problems with some different versions

○ Some are providing limited access to _mobile apps_

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Integrated **Links** to Other Systems

- ○ <u>OFAC</u> - Office of Foreign Asset Control

- ○ <u>IRS charity database</u> and 2 other sources

- ○ Some to <u>nonprofits listing services</u>

- ○ Only some enable links to your <u>corporate accounting system</u>

Reporting

○ All major providers report that <u>clients can create their own basic reports</u> from *standard system data*

○ They also offer <u>optional fee-based services</u> for custom report development

○ Some offer <u>data export in a Microsoft Excel readable format</u> to enable your corporate foundation staff to create your own reports and graphic representations of data

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Internationalization

○ All provide <u>online data entry</u> in <u>English</u> and some also provide data entry in up to <u>19 other languages</u>

○ All enable employee giving grant payments to be made in <u>$US</u>, some also enable conversion of payments into as many as <u>80 local currencies</u>

Service Provider Reported **Challenges** and **Lessons Learned**

- ○ <u>Configuring</u> and <u>NOT customizing</u> the system is critical to success

  Many vendor companies have failed because of this

- ○ <u>Sector wide staff turnover</u> = churn and retention of staff

- ○ <u>Grantmakers want reporting</u> but it's difficult because of their expectations and needs keep evolving

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Some **Really Good Advice**

- Just because <u>you can do it doesn't mean you should do it!</u>

- <u>Technology alone really won't solve all of your problems</u>

- Before change <u>do your homework</u>

  - Identify the *real pros and cons*

  - Conduct site visits

  - Ask lots of really good questions

  - Be realistic about risks

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Time for spirited questions!

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