Welcome to the Information Technology Track

Wednesday

► 3:45 PM | Staying True to Your Call in a Hostile Age: Practical Digital Security Today

Thursday

► 8:30 AM | Approach IT Limitations with Collaboration, Innovation, and Practicality

► 1:45 PM | Empower Your Global Worker with Modern Giving Technologies

► 3:45 PM | The Benefits of Making Automation work for You

Empower Your Global Worker

September 29, 2022

Resourcing your Kingdom Mission through Sustainable Relationships

- Know who is engaging with your mission and how they were introduced

- Know when they are moving toward you and away from you

- Understand what is important to them

- Learn how to engage them in ways that are meaningful to them

- Steward their gifts well and express gratitude

- Share impact of their investment

The Goal is Sustainable Relationships around your mission.

MISSIO NEXUS®

Technology In Service of your Mission

Allows you to do the following:

- Personalize connections in ways that are meaningful to donors
- Understand the movement and trajectory of individuals and organizations
- Analyze trends and predict future activity of tens of thousands of records
- Facilitates easy data segmentation, allowing you to cultivate unique audiences differently and simultaneous
- Facilitate giving from variety of people with a variety of assets
- Remove barriers to giving within a secure environment
- Facilitate 24/7 access to giving preferences

Viewing Support Models in New ways

Traditional Problems and Perceptions:

- Global workers often "own" their relationship, mistrusting agencies
- Agencies struggle for organization support, while battling the myth of scarcity and competition
- A scarcity mentality prevails for workers and agencies

Overcome these issues by providing cutting-edge giving technology to your workers:

- Establishing peer-to-peer technology to facilitate communication and engagement.
- Agency becomes a true partner by providing tools, technology, messaging, and responsiveness

MISSIO NEXUS®

Remove Barriers to Giving

Today's donors expect ease in giving and have low tolerance for friction:

- Auto-fill forms
- Variety of payment methods available and storable
- Stored credit card information
- Instant receipts, personalized and detailed
- Expertise in handling specialized gifts
- 24/7 access to reprint receipts, cancel payments, adjust gift amounts, and designations
- Tax deductibility

Make It Fun!

Workers are able to:

- Easily manage pages

- Use phone to post videos and establish groups

- Use Facebook to establish giving groups with forms

- Engage partners in real time ministry and personal connections

- Have live feeds to encourage giving
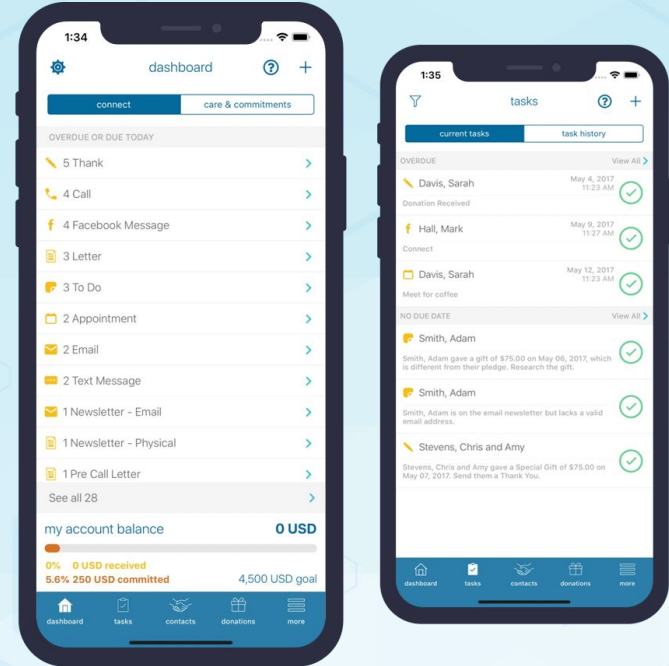
Your Donors are Savvy Connectors and On-The-Go Partners

- Desire ability to connect, cross-connect and stay in touch on their own terms
- Will connect deeply when your cause touches their emotions and their reason
- Very busy culture that won't take time to troubleshoot or pursue solutions
- Have increasingly high expectations of IT services as they move to online shopping and daily work

Tools that are able to...

- Customize beautiful and functional forms
- Search on the form for a company's matching gift capabilities
- Allow donors to cover the fees for their donation on the spot
- Ask custom questions on forms, at a moment's notice

Crowdfunding, Peer2Peer, Events with/without Registration

- **Crowdfunding** creates a compelling goal, a sense of urgency, and an exciting case for giving.
- **Leveraging relationships and affinity groups** for short-term projects and campaigns helps
  - leverage teams and motivate friendly competition
  - cultivate individuals and their relationships
- **Hosting Events**, with or without registration such as gatherings, pledge activities (Runs, walks, etc)

It is essential to be able to customize technology to fit with your organization's culture.

Using your Database Exponentially

Power of Choosing and Configuring Database Well:

- Overcoming the *Myth of Uniqueness*
- Choosing CRM well and submitting to its best practices
- Choosing CRM to integrate well with other solutions
- The power of a metaphor to "model" your data
    - Organizing your data model
    - Defining proximity to mission
    - Developing an "at-a-glance" snapshot of where an individual (family) is in relationship to your organization
- Empower staff and diminish dependence on outside consultants
- Stop looking for perfection. Find partners that understand your vision.

One Model: TEAM's Relational Universe

Foundation is the conviction that God is preparing hearts of those He is preparing to link with your mission.

Start with what you have - loaves and fishes and organize in terms of proximity to mission. Then deploy your your cultivation cycle!

Identification → Cultivation → Engage → Steward

Communicate the appropriate message to the appropriate audiences.

Integrated Tools mean Integrated Strategy

- Once the Data Model is Established and Implemented the work just begins
- Poor data quality and misaligned segments and stalled processes become obvious
  - Expert IT help can globally change misaligned data easily (saving time and money)
  - Behind the scenes "automation" can assist with integration weaknesses
  - Key is to COMMIT to continuous data clean-up
- Establish organization-wide business rules for data entry and processes to ensure good data flowing into your CRM
- Empower users to own the job of good data quality

If you see an error, fix it.

Q&A

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to Help You
Change Lives

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