

ArtsWavewww.artswave.org**Challenges**

- Multiple standalone systems created inefficiencies for the organization
- Manual processes caused significant delays in donor communications
- Lack of personalization in communications

Solution

- Integrating ClickDimensions with Stratus 365, donor management software developed on Microsoft Dynamics 365/CRM
- Speeding up donor communications with multiple workflows and email templates
- Customizing communications with personalization and segmentation

Benefits

- Significantly reduced the timeline for donor acknowledgement communications from a few months to one day
- Integrated solution streamlines processes and provides a singular view into donor and contact data
- Increased engagement with donors and other email subscribers

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and fundraiser of the arts. ArtsWave was the first and continues to be largest community arts fund in the nation. Strong funding has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a ripple effect of economic and community benefits. ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants.

A Need to Streamline Systems

As the Greater Cincinnati region's arts agency, ArtsWave relies on tens of thousands of donors to support more than 100 local arts and community organizations. Like many nonprofits, they have a big mission and limited resources to achieve it.

Further compounding those limitations, the organization was hindered by their use of multiple systems that didn't work together. They had standalone systems for donor management, email marketing and other essential organizational functions. After delays in communications and operational headaches, the team at ArtsWave knew something had to be done.

"Everything took so much time and was very inefficient," recalled Kate Kennedy, ArtsWave's Director of Philanthropy and Business Analytics. "We started asking ourselves how we could better integrate our systems."

And with that question, the search was on for a solution that would bring about positive change in their communications and ability to measure results.

Bringing Everything Together

The first order of business for ArtsWave was narrowing down their CRM selection to Dynamics CRM. For this, they turned to StratusLIVE, which brings together CRM and donor management software. "StratusLIVE has developed a fundraising and donor management product on Dynamics 365 which provides comprehensive functionality for any nonprofit," said Jim Funari CEO of StratusLIVE. But to meet all their needs, ArtsWave still needed a marketing automation solution.

As a ClickDimensions partner and customer, StratusLIVE knew that there was only one marketing automation platform the organization should consider. As the only marketing automation solution natively built inside Dynamics 365/CRM and fully integrated with Stratus 365, ClickDimensions would allow



“With an integrated solution from ClickDimensions and StratusLIVE, now we don’t have to spend as much time maintaining contact lists and transferring data between systems. We can focus on bettering communications and analysis, and what’s really important to our mission.”

Kate Kennedy
Director of Philanthropy and
Business Analytics
ArtsWave

ArtsWave to streamline their communications while delivering unparalleled access to CRM data for better segmentation, personalization and marketing success.

“Once we saw the level of integration between ClickDimensions and Dynamics CRM, we were sold,” said Kennedy. “We knew that it was without a doubt the solution for us, and could help us truly reap the benefits of integrating our key technologies.”

ClickDimensions also gave ArtsWave room to grow with their marketing efforts. While the organization was primarily interested in the email marketing functionality in ClickDimensions, the platform’s full range of essential marketing tools was appealing as they looked to the future.

Increasing Responsiveness and Personalization

Before their StratusLIVE and ClickDimensions implementation, donor acknowledgement was a drawn-out process. “It once took a few months between donation and acknowledgement because of separate systems and limited resources. Now, we use multiple workflows and multiple ClickDimensions email templates to reduce our acknowledgement time to within 24 hours,” said Kennedy.

This has had a significant impact on the ArtsWave donor experience and their team, just as their use of personalization has. Thanks to ClickDimensions’ native integration, ArtsWave can pull in data from Stratus 365 fields to create a customized email experience.

According to Kennedy, “One area that this has been particularly helpful is with our ArtsPass Membership emails for donors. Our customer service team was overwhelmed by requests from confused donors who weren’t sure what to do, but now we are able to automate that process and deliver tailored messaging to each donor based on their current membership status.”

ArtsWave has also branched out from the email marketing feature in ClickDimensions and are using web forms for their various communications. Reporting features are also widely used by the organization.

“We really appreciate the ability to use CRM data to improve our email marketing,” said Kennedy, “And we have big plans for increasing our usage of ClickDimensions in the year ahead. We’re excited to use the data we’re receiving to further improve our marketing effectiveness and increase donor engagement.”



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