Casa de los Niños

Consulting Services:
Virtuous CRM Migration

THE CUSTOMER

For over 50 years, Casa de los Niños has served the community of Tucson, Arizona to help prevent child abuse and neglect, and by supporting and empowering families. The organization effectively delivers a continuum of evidence-based services to address the needs of approximately 8,000 children and 2,000 families annually.

Started in 1973 as a crisis shelter to keep kids safe, fed, happy, and healthy, Casa de los Niños now offers eight comprehensive programs designed to transform the lives of children and families who are exposed to trauma and adversity. Through prevention, intervention, and treatment, the programs offer a range of support—from early childhood education to foster care and adoption to behavioral health and beyond.

THEIR CHALLENGE

Wanting to transition away from their 30-year-old Blackbaud Raiser's Edge NXT system, which was in need of major updates, Casa de los Niños searched for a new CRM that would meet their current needs. Cost was a major factor. The old system offered a lot of features they didn't need, but not ones they did—and to customize it would have been a significant expense. They also wanted to eliminate the cost of a third-party tool that connected their financial system (Classy) to Blackbaud, since the two did not automatically sync.

When looking at system features, Casa de los Niños wanted a new CRM that would meet their needs in a straightforward way. Since their six-person team had little IT experience, they honed in on a platform that was intuitive and didn't require multiple clicks to find data or tools. Virtuous stood out as the system that would fit both their cost and team needs. After making the decision to switch to Virtuous, Casa de los Niños opted for a migration package that included NPact's transition support.

OUR RESULTS

The NPact team began with a kickoff call to lay out the steps for the conversion from Raiser's Edge NXT to Virtuous. These steps included training to help the Casa de los Niños team get a foundational understanding of the process. NPact oversaw the data migration and guided the planning on what raw data would be moved into Virtuous and how. Once the plan was in place, NPact set up a testing environment and worked with the Casa de los Niños team to run scenarios for several weeks to ensure the migration would be seamless.

The project was completed early in just 90 days; this timing aligned with Casa de los Niños' winter donation season. With their recent training, they were able to set up a new email series in Virtuous that resulted in direct donations and positive feedback. All in, the conversion project included weekly check-ins—open forum times to discuss next steps, four system-specific trainings, and two additional trainings to answer questions once the new system was live. The Casa de los Niños' team was very grateful for NPact's help and are happy with their new CRM.

CUSTOMER VIEW

MONICA MAY

Donor Services and Stewardship Specialist, Casa de los Niños

BEFORE

"Our CRM needs have really changed in the last two years with everyone on our team in new roles. We had been in Blackbaud RE NXT for 30 years and it was no longer growing with us. To do the customizations we needed would have been a big expense, so we went shopping for a new system that had what we wanted and was also intuitive."

AFTER

"Now that we are in Virtuous, we are working a lot more quickly because it meets our team's needs. Our jobs are easier every single day. If NPact is on your list of consulting choices, choose them 100% of the time. We really benefited from their guidance, and they were very mindful of turning our pennies into dollars."

Interested in working with NPact?
Our deeply experienced team of professional consultants will provide you with powerful tools and know-how to drive philanthropy in your community. There is no project too big or too small, and work can be performed on-site or remotely. Start the conversation today by visiting www.npact.com/consulting.