



## SUCCESS SNAPSHOT

### National FFA Foundation

#### PROBLEM

Prior to implementing StratusLIVE 365, the National FFA Foundation used 14 disparate technology platforms for donation processing and tracking, marketing appeals, membership management, and more. These platforms did not integrate, creating significant data silos. National FFA lacked the comprehensive functionality required to properly service their donors, volunteers, and alumni members.

#### SOLUTION

With StratusLIVE 365, National FFA gained one, fully integrated Microsoft Dynamics 365-based platform, providing a complete nonprofit donor engagement and constituent relationship management solution. With a Microsoft Office integration, Microsoft Outlook plugin, and platform accessibility on a variety of devices, the development team communicated with donors, created reports, and built dashboards.

#### RESULT

After one year utilizing StratusLIVE 365, National FFA Foundation reported a record-setting fundraising year. In 2019, the organization's total payment revenue increased by 18% and their average gift amount increased by 33%. This significant growth fueled their work to provide resources and support for agricultural innovation and technology.

**WITHIN ONE YEAR OF UTILIZING STRATUSLIVE 365, NATIONAL FFA FOUNDATION INCREASED THEIR AVERAGE GIFT AMOUNT BY 33% AND THEIR OVERALL FUNDRAISING CONTRIBUTIONS BY 18%.**

#### BENEFITS FOR NATIONAL FFA FOUNDATION:

- **Efficiency** - As part of their digital transformation journey, National FFA Foundation selected Microsoft Dynamics as their foundational technology platform. This decision easily enabled StratusLIVE to leverage the organization's existing technology and build a complete constituent engagement and management tool. Staff members seamlessly began to utilize StratusLIVE 365 within their day-to-day tasks as the platform integrated with other business processes.
- **Ease of use** - With one, fully-integrated technology platform, National FFA Foundation easily accessed donor data which enhanced donor communications. The team's familiarity with Microsoft propelled their success.
- **Empowerment** - The flexibility and reliability of StratusLIVE 365 empowered National FFA team members to build reports and dashboards. Leveraging the power of real and reliable data, the fundraising team developed engaging donor relationships.

“**This fundraising success is largely due to the platform's ability to streamline processes and increase efficiencies. It has improved donor engagement, increased our pledge fulfillment rates and so much more.**”



Staci Glaser, director of development operations, National FFA Foundation