CASE STUDY:
NORTH LAKELAND DISCOVERY CENTER

Revitalizing Community in Wisconsin’s Northwoods

A 2-YEAR CASE STUDY: DATA, IMPLEMENTATION, ADOPTION + PERFORMANCE
The Center wanted data systems integrated with one constituent database so that constituents could donate, register, volunteer, shop, etc. at their convenience — all of which would ideally be automatically synced into their database. They also wanted training, support and upgrades from a reliable software-as-a-service (SaaS) provider.

NeonCRM worked with the Center to assess their needs and find a solution that would allow them to create the most impact as an organization. The NeonCRM sales team organized a personalized introduction to the system and demo of its capabilities, and made customized recommendations based on the Center’s technological needs.

The Center eventually chose NeonCRM’s all-in-one option, with all modules and features included. Due to their wide range of needs and functions, this allowed them to automate as much as possible. The Center also opted into NeonCRM’s data import and phone support, ensuring they were able to get the most out of their data and database.

“We needed more comprehensive data systems structured around one common constituent database.”

BOB SCHMIDT
Information Systems Coordinator
The North Lakeland Discovery Center was formed in 1996 to connect people with nature in Wisconsin's Northwoods. The center’s mission is to promote stewardship of the region’s natural and cultural resources, achieved through a variety of experiential learning opportunities conducted on and off-site.

After years of maintaining two separate Microsoft Access databases — one for donations and one for registrations — the Center needed a comprehensive, all-in-one solution that integrated with their website and included training and support throughout the transition.

In January, 2,700 records and 13,300 transactions were converted into the Center’s new NeonCRM database. After a total of 4 hours of customized trainings from NeonCRM staff, the database was up and running.
In the first year alone, the Center processed:

• 715 memberships
• 441 donations
• 1,350 registrations for 200 events

Ultimately, 14% of all transactions, primarily registrations, were made online directly and automatically fed into the Center’s NeonCRM database — improving convenience for constituents and reducing labor for the staff.

“The conversion went well. We went live in February and caught up easily because the basics of NeonCRM were easy to learn.”

Sarah Johnson
Executive Director
Implementation

Data + Training
Led by NeonCRM’s in-house training and implementation team, the Center received a custom data conversion. A NeonCRM data expert optimized the Center’s data for maximum impact in their new database. The NeonCRM team also provided a total of 4 hours of custom trainings, all personalized to fit the Center’s needs and mission.

Website integration
NeonCRM’s online forms capability allowed the Center to create responsive web pages for donations, registrations, memberships, etc. that automatically feed directly into their database. The Center added an online calendar, dedicated pages for special events, and member self-management portals to increase accessibility for members, while also reducing labor for staff.

Online support center
Using videos and guides provided by NeonCRM’s support staff, the Center was able to quickly learn how to use their database and start making the most of it right away. In addition to the support center website, the Center opted in to NeonCRM’s phone and web chat support, allowing them to speak with a real person who could work together to troubleshoot their technical issues.
“Online activity increased to 20% of all transactions, with improved convenience for our members and reduced labor for us.”
We were pleased to see useful new features added regularly, including several that we had requested.”

Bob Schmidt
Information Systems Coordinator

In their second year with NeonCRM, the Center redesigned their website. NeonCRM’s online forms and web pages automatically adjusted to the new design, so the Center never lost any data from online transactions. Online activity increased to 20% of all transactions, saving time for both the Center’s staff and constituents.

In addition, the Center used NeonCRM’s email communication tool to send targeted email blasts, promoting special events and donations to their entire audience.
Communications
The Center made NeonCRM their organization’s address book and communications log. Staff used NeonCRM exclusively for mail, telephone and email communications to better track interactions and build stronger relationships with their members. With NeonCRM’s tools, the Center was able to promote events, resulting in higher attendance.

Conversion tools
The Center worked with NeonCRM’s data experts to convert 2,700 records and 13,300 transactions into their new NeonCRM database. The conversion included notes and custom fields that represented the essential history of the Center almost from its beginning in 1996. Paired with 4 hours of personalized training, the Center’s database was up and running in about one month.

Member self-management
NeonCRM’s member management portal allowed the Center’s constituents to login and maintain their information 24/7 like they can with any other account. In addition to information management, members can also donate, renew memberships, register and make purchases through the portal — all of which are automatically fed into the Center’s NeonCRM database.
Memberships and events increased by 25% in one year.
Leveraging automation and online integration, NeonCRM saved the Center hours of time that would have normally been spent processing payments or doing data entry, allowing them to focus on what matters most — connecting people to the natural and cultural resources Wisconsin’s Northwoods have to offer.

After using NeonCRM for one year, the Center was able to increase their amount of members and experiential learning events by 25% for the next calendar year.

Moving forward, the Center plans to increase their online presence and events planning.

### Results

**01 Memberships**

After one year, memberships processed through NeonCRM increased by 25%. Many of the memberships were processed automatically through Neon’s integrated web forms.

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>715</td>
<td>900</td>
</tr>
</tbody>
</table>

**02 Events Planned**

With increased automation, the Center saved hours of time that would have normally been spent processing transactions. Instead, they were able to plan more events for the community.

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>241</td>
</tr>
</tbody>
</table>

**03 Online Registrations**

The majority of transactions processed online by the Center were registrations. After two years, online registrations accounted for 27% of all transactions.

<table>
<thead>
<tr>
<th>Before</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>14%</td>
<td>27%</td>
</tr>
</tbody>
</table>
What can NeonCRM do for you?

#1 in Nonprofit Software