



Access to Success + Centric Consulting

COMMUNITY IMPACT PROJECT ONE YEAR FOLLOW-UP
PROJECT DELIVERED BY CENTRIC CONSULTING

Providing education and opportunity through after school and scholarship programs to youth in Nigeria and the US

Problem: Access to Success (A2S) leadership sought a streamlined, robust donor management tool to help bolster their ability to fundraise for their growing organization.

Solution: Apparo matched A2S with a volunteer from Centric Consulting (Kevin Anderson) who researched, identified and guided demos and vendor communications for a new donor management software to meet A2S's fundraising, donor and reporting needs.

NONPROFIT + COMMUNITY IMPACT

Key benefits:

- Dashboard – having insights on donors in one place allows them to identify priority areas of focus and plan their time/effort strategically
- Integration of data, email and event management – “It’s seamless, saves us so much time and reduces staff stress levels.” **While their initial goal was to save approximately an hour a day, they are actually saving closer to two hours a day.**
- Responsive customer service team – keeps the team committed to adopting this new tool

As a result of this transition, they have realized:

- **17% increase in their donor retention rate** (rising from 41% to 58%, year to date over last year)
- **\$140,000 increase in unrestricted individual giving** (over same time period, last year)



"We thought it might slow down, but the pace picked up because of COVID. Now I'm spending a lot less time in the system. It's given me back my time, so I can focus on strategy...It was a crazy time and you were fantastic to work with."

- Andrew Lovedale, President/Founder, Access to Success