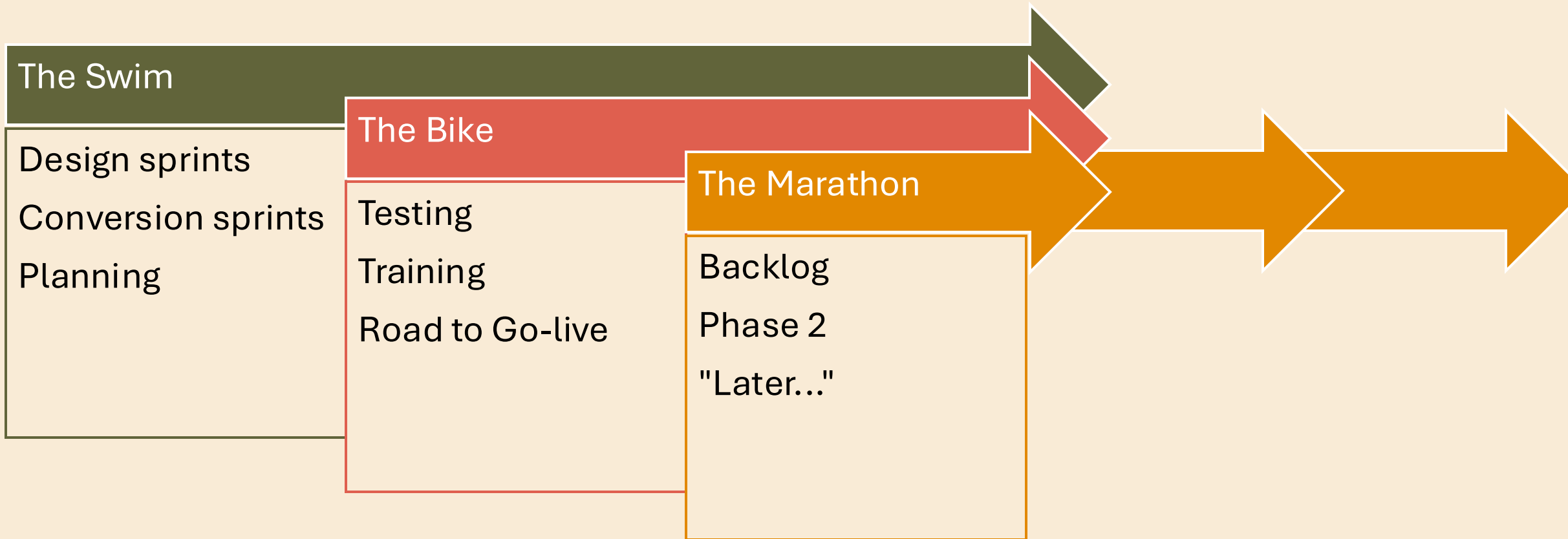




It's a Triathlon

Realizing ROI Through Post-Live Leadership

It's more than a marathon...



Welcome!

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Leadership



Investment



Governance



Behavior and adoption



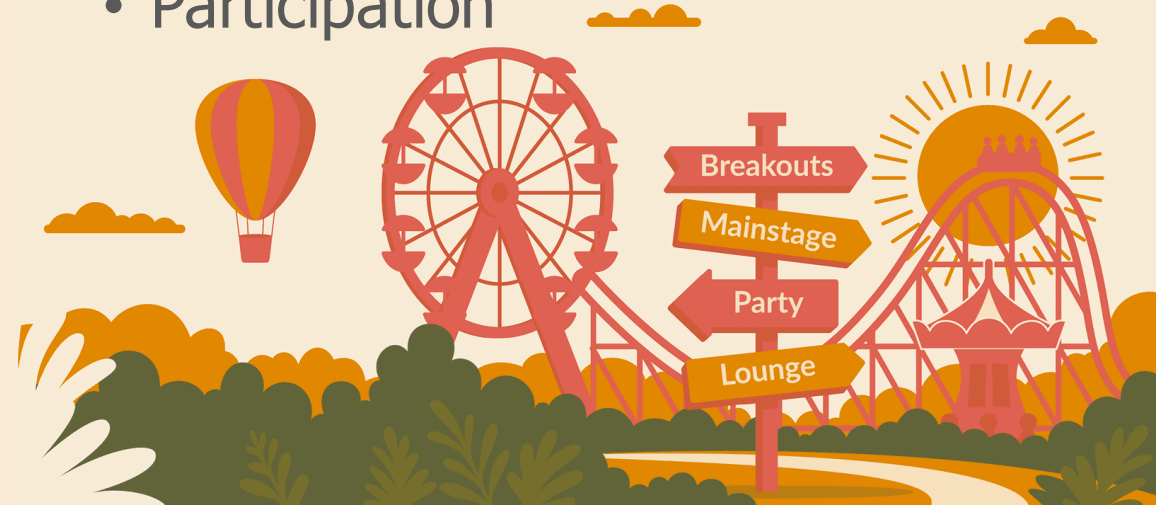
Technology and vendors



Defining ROI

Investment >>>> Outcomes

- Fundraising totals
 - Gift processing cycle time
 - Productivity gains
 - Streamlined processes
 - Broader reach
 - Data access
 - Operational/Organizational gains
- Pipeline quality
 - Improved donor experience
 - Stability in the base
 - Retention
 - Participation





What obstacles are you facing with your post-implementation ROI?