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Adult & Teen Challenge
Minnesota

Organization Background

Minnesota Adult & Teen Challenge ('MnTC') assists teens and adults gain freedom from addiction by addressing their physical, emotional, and spiritual needs. Offering both short-term treatment programs and long-term faith-based recovery programs throughout the state of Minnesota, MnTC fosters an environment of love, trust, and respect.

The Problem

MnTC is a long-term Blackbaud customer, using Raiser's Edge ('RE') NXT as its system of record, and Luminate Online plus TeamRaiser for online donations and fundraising event management. Their fundraising program is sophisticated – and results in a high volume of online donations, peer-to-peer event activity, and tribute gifts. The import tools they were using were slow, onerous, error-prone, and resulted in countless duplicates, which then took even more time to rectify. But worse than that, MnTC observed these data quality issues directly impacting their donors' experience.

Omatic Solutions Delivered

Luminate Online integration for RE NXT, powered by Omatic Cloud. This integration was able to provide great efficiency in the import process, streamlining online donations, event registrations, event donations, and tribute donations while sophisticated matching helped find and eliminate potential duplicates before the records were uploaded into RE.

MnTC Pain Points

- The native importing process for getting data from Luminate Online into RE NXT was slow, cumbersome, and labor-intensive.
- The native importing process for getting data from Luminate Online into RE NXT resulted in a lot of duplicate constituents in RE NXT, as well as records with names that had errors.
- Additional team resources had to spend even more time correcting and updating records after they were imported.
- These challenges not only impeded administrative processes but, worse, directly contributed to a deteriorating constituent experience

> "Omatic's Luminate Connector has streamlined our registration and gift import process, improved accuracy and consistency of data coming into Raiser's Edge, and allowed us to enhance our online giving experience."
>
> **Database Administrator**
> **Minnesota Adult & Teen Challenge**

By Deploying Omatic Integration Solutions

✓ MnTC estimates they now save on average three hours per week integrating gifts made on Luminate Online with RE NXT, and they save up to eight hours per week during event weeks. And with virtual events, more gifts now come in online and gift processing runs more smoothly than MnTC ever expected.

✓ Omatic's constituent matching far out-performs what MnTC had been using to identify and prevent duplicate records. The ability to match on email address makes an enormous difference by automatically matching new team or table registrations to existing donors – and not creating duplicates when other data don't match. This better matching allows for cleaner, more accurate data, in addition to the days saved by no longer manually reviewing and merging duplicate records.

✓ MnTC team members can now automate what had been previously done through manual effort. Even when a data management team member resigned, the time savings allowed the team to be just as productive and still be able to tackle the backlog of projects that had always been on a back-burner.

✓ MnTC has been pleased with the tactical benefits that their Omatic solution has afforded them – time-savings, money-savings, and more streamlined and effective processes overall. But just as important is a much-improved constituent experience – no supporters are getting duplicate solicitation letters! – which has built a new level of confidence within the broader MnTC community.

The Difference Automation Has Made

MnTC says that they've easily saved thousands of dollars per year in not mailing to duplicate records. Omatic has enabled both the saving of money and the saving of time that's been put back into the organization's mission.