

Art of the Possible: Online Community & Member Management



Choosing Digital Tools Aligned with Needs



The choice of digital tools should align with your nonprofit's needs, resources, and the preferences of your online community.

Custom online community or member management tools (e.g. Neon, WildApricot, Hivebrite, etc) can significantly boost a nonprofit's operational efficiency and community engagement. These tools can automate tasks such as member registration, donation tracking,, event scheduling, and updating member information, freeing up valuable time for the organization to focus on their mission.

Additionally, these tools often include built-in communication features like chat and discussion forums, which provide a platform for members to connect, share ideas, and collaborate. They can also provide a channel for the organization to seek feedback, share updates, and facilitate discussions aligned with their cause.

Furthermore, comprehensive analytic features of these tools can offer valuable insights into member behavior and engagement. These insights can inform strategic decisions and help tailor content to better serve the community.

However, it's essential to choose a tool that is intuitive and user-friendly. Ease of use directly impacts a tool's adoption by both the organization and its members.

CASE STUDY

Consider a nonprofit's use of the digital platform, Salesforce, to streamline their operations and foster a dynamic online community. Salesforce's Nonprofit Success Pack provided an integrated solution for managing their donor database, tracking donations, and scheduling events.

The tool's built-in communication features allowed the organization to maintain regular interaction with members through discussion forums and updates. The intuitive design of Salesforce made it easy for their team to adopt, which was crucial for effective implementation.

Moreover, the analytics features provided valuable insights into donor behavior, which the organization leveraged to tailor their campaigns, which resulted in increased engagement and fundraising success.

