



# CASE STUDY

## App Support for Non-Profit

## A Case Study

### Introduction

Our client's need was to create a suite of new mobile apps for non-profit organizations to reach potential organizations for receiving donations.

### The Client

Wishtree partnered with a large supplier of software and services specifically designed for nonprofit organizations. It works across multiple geographies supporting more than 10,000 customers, including nonprofits, K-12 private and higher education

institutions, healthcare organizations, foundations, charities and corporations. Its products focus on fundraising, website management, CRM, analytics, financial management, ticketing, and education administration.

### Business Challenge

The client is one of the leading provider of software and services to nonprofits worldwide. As consumers increasingly move towards mobile, nonprofits too must adapt to reach donors on any platform, no matter where they are. Recognizing the growing demand and potential for organizations to receive donations by teams in the field, the client needed a way to provide these on-the-go workers with the information and tools to do their jobs faster and more effectively.

## Wishtree Solution

The Client deployed the Wishtree Team to create a suite of new apps. Our Developers were able to use existing skills to immediately begin delivering results.

The client also began using analytics to better understand how their apps were used. Mobile analytics allowed them to get ahead. It allowed them to build a good reputation in the App Store and the Play store. It enable them to understand how the app was being used. They used analytics to proactively identify and fix problems and also to inform product decisions. The analytics let them see all of that that the customers valued and allowed them deliver features that would delight users.

Together, the new apps have helped enrich The Client's software by allowing nonprofits to access and update constituent data from their mobile device, manage on-site events and process payments from anywhere.

The results for The Client's customers have been streamlined processes, increased constituent touchpoints, and higher donation numbers – all letting them have a bigger positive impact for their cause.

