Project Title

SLEC Integrated Marketing Communications System

Project Lead and Members

- Mr Jimmy Tan
- Ms Sylvia Koh
- Ms Seeto Chow Choong
- Ms Amelia Lau
- Ms Tan Yee Lynn
- Fiona Chua

Organisation(s) Involved

St Luke's ElderCare Ltd

Healthcare Family Group(s) Involved in this Project

Healthcare Administration

Applicable Specialty or Discipline

Fundraising, Communication and Partnership, Corporate Partnership & Major Gifts

Digital Transformation

Aim(s)

Aim to integrate the existing donor processing systems, donor management system, volunteer management, and communications and marketing platforms, into one cohesive system.

Background

See poster appended/ below

Methods

See poster appended/ below

Results

See poster appended/ below

Conclusion

See poster appended/ below

Project Category

Organisational Leadership

Organisation Development, Change Management (System Change)

Keywords

Integrated Marketing Communication System-Donor Management System (IMCS-DMS), Donation Processing, Record Automation, Data Integration.

Name and Email of Project Contact Person(s)

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SLEC INTEGRATED MARKETING COMMUNICATIONS SYSTEM

AUTOMATION, IT, ROBOTICS INNOVATION

Summary

The Integrated Marketing Communications System - Donor Management System (IMCS-DMS) Project aims to integrate the existing donor processing systems, donor management system, volunteer management, and communications and marketing platforms, into one cohesive system.

PROBLEM & BACKGROUND

Before the implementation of the IMCS-DMS, most man-hours were used on data entry. Multiple solutions were being used to manage donor details and to communicate with donors and subscribers. Issues of subscription updates, and data veracity were common problems.

SOLUTIONS

The solution was to engage a local vendor with a suitable solution to integrate all the different silos of data, into one source of truth. This required the various teams to scrub their data, and to migrate it unto Charitas.

This process required interdependence, and a strong internal policy of data protection and data authenticity. Much of the burden of work fell on the fundraising team, which were the most familiar with systems, and data management.

Due to the existing integrity of their work, the implementation was robust and effectively completed. The team leader directed the other participating teams to dovetail the fundraising team.

OUTCOMES

The IMCS-DMS (Charitas) has improved productivity in donation processing, allowing donor records to be automatically updated on the DMS, at the point of entry of their donation details. Volunteers and subscribers databases are also integrated

This has contributed to man-hours savings, and allowed our donor support team to focus on donation processing, tax-deductible receipting, and issuance of thank you letters, which are critical and high-value areas of donor stewardship.

Contacts   Donation   Admin Center

CHARITAS
Charities Management System