



Case Study: Connie Maxwell

Connie Maxwell Children's Ministries is a nonprofit organization that operates four campuses across the State of South Carolina, with plans to expand a 5th location in the near future.

Founded in 1892, their mission is to help tend to the physical, emotional, and spiritual needs of children and operates through four key service areas including: Residential Care, Crisis Care, Family Care, and Foster Care.

Challenges

Connie Maxwell faced the challenge of efficiently managing and leveraging its extensive volunteer network housed in their Blackbaud's Raiser's Edge NXT donor database. With a dispersed volunteer base and diverse skill sets, the organization sought a solution to streamline volunteer management processes while enhancing donor engagement and satisfaction.

Results

- **Database Expansion:** The organization increased its database constituents by 1060 and updated volunteer participation for an additional 350+ active constituents, enhancing its ability to engage volunteers as donors effectively.
- **Efficient Data Retrieval:** Golden provided a quick and automatic way to pull up volunteer data by date, location, and other factors within minutes, streamlining operational processes and improving decision-making.
- **Increased Volunteer Engagement:** The integration resulted in 2200+ volunteer event participations, fostering greater community engagement and support for the organization's mission.





Solution Overview & Key Outcomes

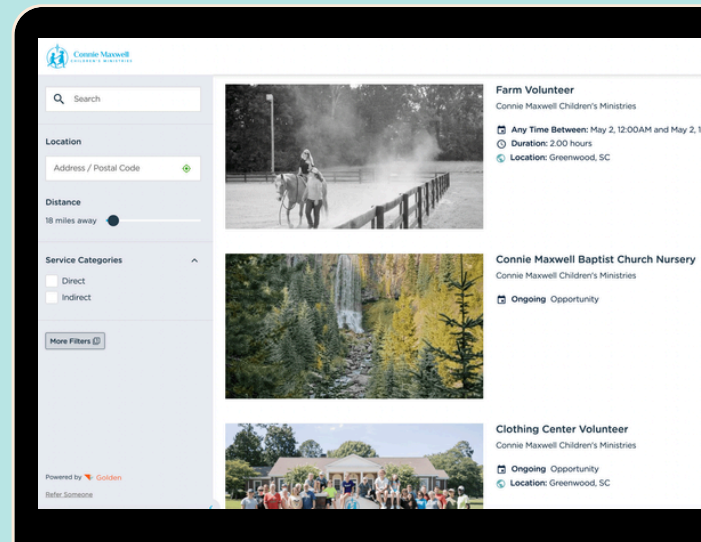
Golden emerged as the ideal partner for Connie Maxwell Children's Ministries due to its robust volunteer management software and real time data flows into Raiser's Edge NXT!

The integration between Golden and Raiser's Edge NXT yielded several benefits for Connie Maxwell Children's Ministries:

- **Streamlined Data Management:** Automatic data transfers reduced manual entry efforts, saving time and minimizing the risk of errors, while ensuring timely updates and access to volunteer information.
- **Enhanced CRM Utilization:** Volunteer data seamlessly flowed into Raiser's Edge NXT, enabling the organization to leverage this information for other forms of engagement and outreach, and filled an organizational gap between volunteers and donors.
- **Continuous Improvement:** Access to Golden's developer for integration support and a dedicated test environment were instrumental in overcoming challenges and ensuring successful implementation and adoption of the volunteer management solution.

By strategically leveraging Golden's integration features, the organization effortlessly aligned their volunteer activities with their fundraising campaigns. Ultimately, the integration has strengthened Connie Maxwell's ability to fulfill its mission and create positive, lasting change in the lives of vulnerable children and families.

Through continued innovation and collaboration, Connie Maxwell remains committed to delivering exceptional care, assistance, and joy to those in need.



Highlighted Features

- Real-time Blackbaud Raiser's Edge NXT Integration
- Award-winning, user-friendly design & volunteer experience
- Automated communications and workflows
- Centralized digital waivers and embedded background checks
- Dynamic check-in kiosks allows for targeted hour and info tracking
- Customized branded portal experience

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