

MAP



CUBE

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MAP CUBE



Michigan Ability Partners

- **Social services agency based in Washtenaw County with activities in Jackson County**
- **Clients include individuals who are veterans, homeless, or have disabilities**
- **Focus on helping clients take ownership of their own lives**
- **Holds annual Dreams by Design (DxD) event as primary fundraising method**



Project Scope

- **Manage contact information to track donors and friends of MAP**
- **Support solicitation and newsletters**
- **MAP's broader goal: improve development process and outcomes**



Method

- **Contextual inquiry: six semi-structured interviews, field observation, and interpretation sessions**
- **Individual and consolidated models**
- **Affinity wall and walkthrough**
- **Brainstorming recommendations**



What works well

- **Focus on core mission: service to individuals**
- **Ability and willingness to innovate**
- **Investment in improving development outcomes**

Duplicate development processes

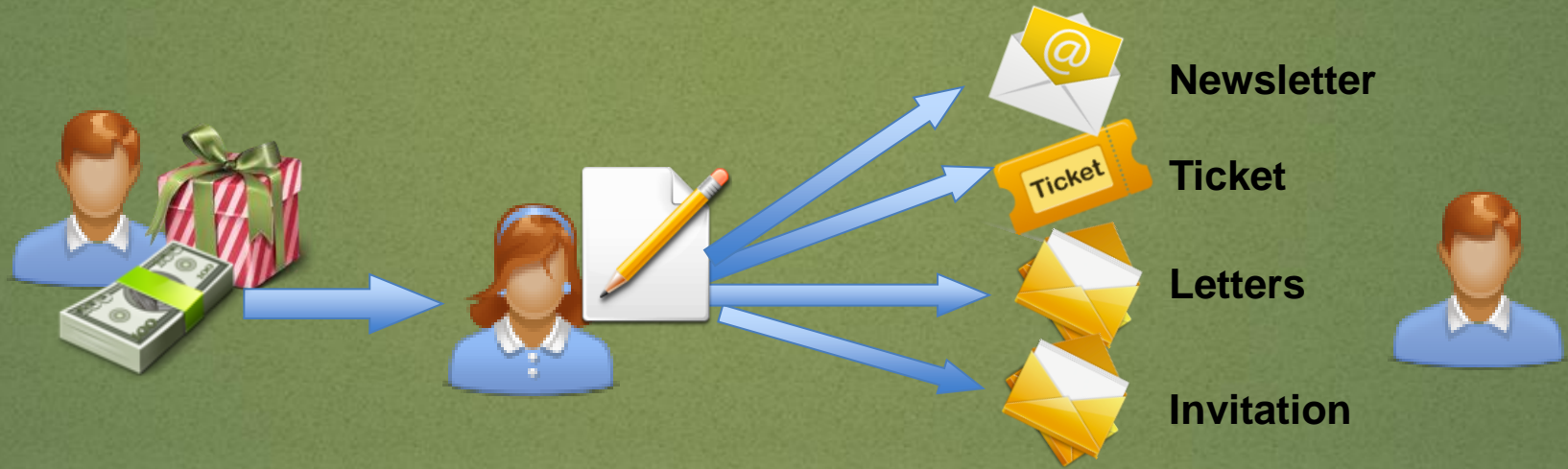
- **Findings**

- Separate, similar processes for cash, in-kind, DxD ticket solicitation
- Creates inefficiencies, duplication, donor confusion



Duplicate development processes

- **Recommendation**
 - **Combine the separate development processes to be managed by a single person**





Multiple, inconsistent contact lists

- **Findings**

- Separate contact sources for different processes
- Past years' contact and solicitation information stored separately
- Potential duplicate solicitations sent to same donor

- **Recommendation**

- Combine existing contact lists into one with a unified format

Undefined protocols for contacts

- **Findings**

- Certain donors must be solicited when they're planning their charitable giving budgets
- No calendar to keep track of time-sensitive actions
- Staff "just know" when it's time to begin DxD work

- **Recommendation**

- Develop a calendar to keep track of repeating DxD actions and milestones



Limited information about interactions

- **Findings**

- Donations and DxD attendance are tracked now
- Not tracked: how a contact is connected to MAP
- No record of contact interactions, outcomes, timing

- **Recommendation**

- Track interactions with donors: when and how they are contacted, how the interaction goes, and whether to contact them again



Conclusion

- **MAP is in a good position to improve its development process thanks to its focus on its core mission and commitment to improving development outcomes**
- **Recommendations**
 - **Combine development processes**
 - **Combine contact information**
 - **Define protocols for collecting contact information and contacting donors**
 - **Track interactions with donors**



Questions?



Thank you