

Data is from Mars, Nonprofits are from Venus

#13NTCVenus

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Welcome!

Who are we, and why are we here?

- Introductions
- Your Hopes and Goals
- Presentation
- Discussion
- Thank you!



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A Few Definitions...

CRMs and Databases – What are they? Why is this important?



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Follow a Selection Process

Consistent, Cogent, Cognizant



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Principles Over Personalities



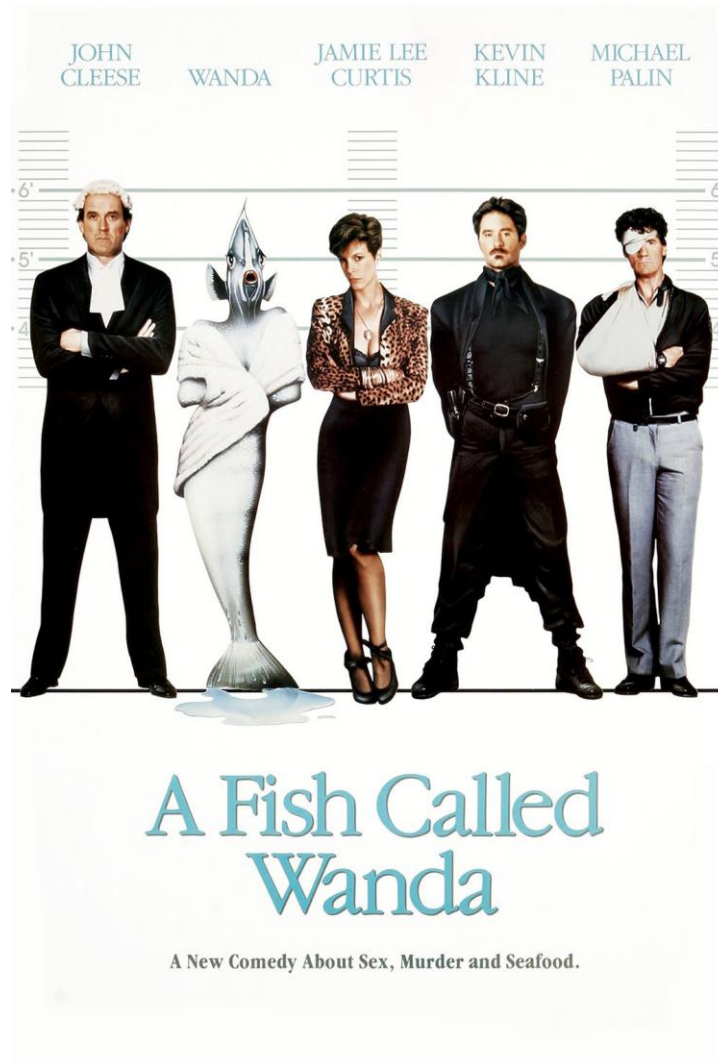
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Best Practice, Best Use



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Learn to Fish



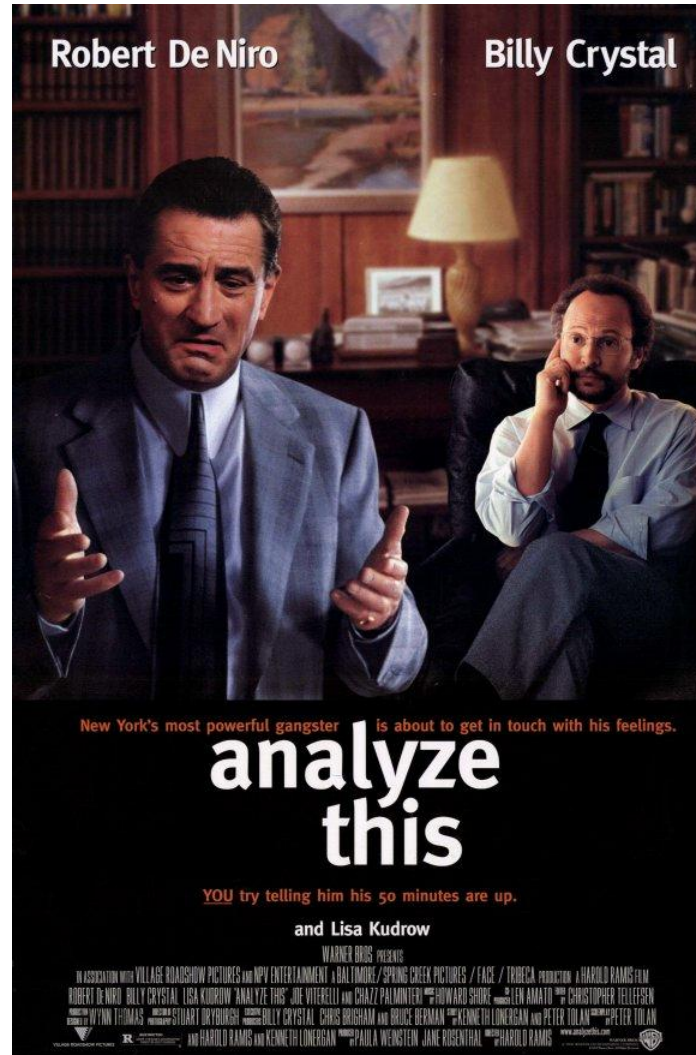
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Take baby steps



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Progress, Not Perfection



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Nonprofits are from Venus

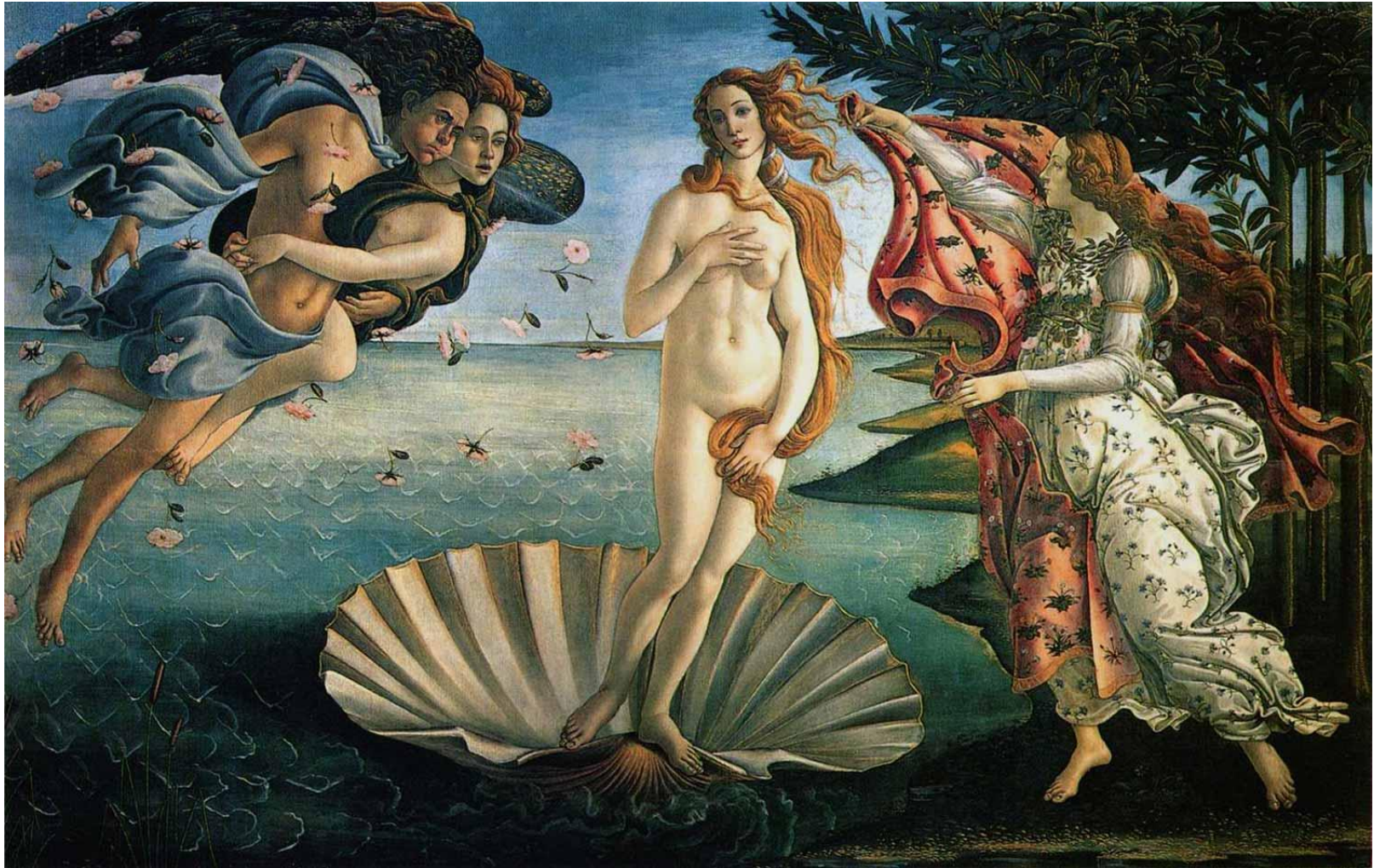


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Discussion



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Resources

[Melissa Barber: *An Accidental Techie #FAIL Story* \(CRM project gone wrong\)](#)

[Keith Heller: *What is CRM and what does it mean to nonprofits?*](#)

[Idealware: *10 Things To Consider in a CRM*](#)

[Tracy Kronzak: *So You've Hired a CRM Administrator...*](#)

[Laura Quinn: *Is A Single Database Right for Your Org?*](#)

[Holly Ross: *Selecting a Nonprofit CRM System? Start with the Strategy!*](#)

[Salesforce: *Achieving outstanding CRM administration*](#)

[NTEN Workbook: *Getting Started with Data-Driven Decision Making*](#)

[Robert Weiner: *Ten Common Mistakes in Selecting Donor Databases \(And How to Avoid Them\)*](#)

[The Connected Cause](#)

[Robert's resource page](#)

More Questions?

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