

ALS Association Case Study

The ALS Association (ALSA) is a national nonprofit organization dedicated to fighting amyotrophic lateral sclerosis disease, more commonly known as Lou Gehrig's disease. With forty-one chapters throughout the United States and a national office in Calabassas Hills, California, it is the only association dedicated to the battle against Lou Gehrig's disease. The organization has evolved and as a result was seeking a software system to allow the ALSA to more effectively reach out to donors, increase their efficiency and maximize valuable donations for their cause.

DonorPro's flexibility and scalability was an important consideration for ALSA National when choosing nonprofit management software for its nationwide chapters.



National ALSA Information Technology Manager, Leslie Addy, was seeking a software system that would integrate all forty-one offices of the organization into a uniform software system. A fundamental consideration was that all the offices are different sizes with varying needs. He wanted a system that was customizable and scalable enough to fill the requirements of differing offices, yet uniform enough so each office understood how all other chapters operated.

One major priority for the new software management system was scalability – as chapters grew the software had to grow with them. When new volunteers joined, Leslie did not want to pay additional fees for adding new users. If a chapter grew and developed IT infrastructure, Leslie wanted hosting services available. Plus, with high volunteer turn over, they needed a system that was intuitive and easy to use so new volunteers could "hit the ground running" without training. DonorPro provided all of this!

Leslie wanted to create one standard to be applied throughout all the organization's offices, yet allow enough customizability to meet requirements for each chapter's unique needs. When new chapters are opened, DonorPro is implemented with built in processes established by the national office, which allows the new chapters to be productive immediately. Less time is spent supporting software and more time is devoted toward the organization's core cause of fighting Lou Gehrig's disease.

After researching the industry and receiving proposals from thirteen different software providers, Leslie chose DonorPro for his organization's donor management system. It provided the best of all worlds - usable and still robust; scalable and flexible yet reasonably priced; integrated with QuickBooks; and all packaged with a first class customer support team that cares.



DonorPro is a valuable tool for managing events including ALSA's annual walk-a-thons.

DonorPro is not simply a package to manage donations; it allows ALSA to manage all aspects of operations including employees and volunteers. DonorPro tools are used for their event planning and event management to support their annual walk-a-thons, golf outings, and galas. The system also includes a patient module to help the ALSA manage their patient database and to schedule services provided to their patients. The inventory tracking module within DonorPro allows ALSA to track the receipt and delivery of medical equipment to their patients such as walkers and wheelchairs and the library functionality manages the lending of books, tapes, and other support materials to patients and their caregivers. Leslie says the chapters are very happy with DonorPro because "DonorPro is much more than a donor management tool. DonorPro is a robust constituent management tool – a one-stop-shop to manage all constituents – prospects, donors, volunteers, employees, board members, and patients and their caregivers." Also, because the ALSA chapters were of varying sizes and contained differing amounts of IT infrastructure, DonorPro's hosting services proved essential.

"We are very impressed with TowerCare's commitment to service and support and are very pleased with our decision to move forward with DonorPro," says Leslie. "I am impressed with the relationships that DonorPro staff have developed with our national organization and with our chapters. TowerCare understands the value of relationships and is committed to ensuring that support is handled quickly and accurately." At TowerCare, customer feedback is taken very seriously and the newly created patient services module is merely one example that has allowed the ALSA to operate more efficiently, thanks to the capabilities of DonorPro. As the ALSA grows and increases awareness, DonorPro will continue to provide them with the software needed to grow revenues, increase operational efficiency and make life easier for everyone.

Michael Bernarding, Executive Director of the ALS Association, Western PA Chapter was the first ALSA chapter to be installed on DonorPro. Michael says, "Thanks to DonorPro, we finally have a truly integrated database which incorporates patient and volunteer management and development work plus administration. The learning curve is short and the customer service is unbelievable." DonorPro was developed by fundraising professionals for fundraising professionals. It's intuitive and it is consistent throughout the application which makes it easy to learn DonorPro.