



Is your current database underperforming—making it harder for you to do what you need to do?

Do you find yourself wishing repetitive tasks could be automated?

Do you see donor engagement tailing off?

Are you weary of the data on your dashboard?

4 Steps to a Healthy CRM Intervention takes you through thought-provoking questions and tutorials for each step in the process. This Executive Paper will help you and your team identify what's important to your organization, prioritize your needs and set you on a path for optimal donor engagement.