

- **I'm Listening -
Therapy for You and
Your Donor Database**

Presented by Joshua Bekerman

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 @TenTwentyToo

- #fallconf13

- Information and Technology Services Manager

- American Indian College Fund

- Denver Raiser's Edge Users Group

- Common issues & concerns
- Questions and (hopefully) Answers

• **90 minute session**

- Shadow Systems

- Excel

- Word

- Access

- Index Cards

- **I think my database is cheating on me.**

- That's the way we have always done it
 - Not a reason to continue doing it that way
 - What worked then might not work now
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- **This habit is really hard to break.**

- I need it ASAP!
- Request form
- Reports

- **24 hour notice for cancellations**

- Someone needs to “own” the database

● It's not me, it's you.

- Training

- **It's not you, it's me.**

- Watch out for the bus
- Documentation

• **I can't live without them.**

- Get rid of the junk
- Exercise (use it)
- No pain no gain

• **I really want to get in shape**

- Return On Investment

- **I don't have time for that**

- Yes. Yes you can.
 - Why would you want to?
 - Donor databases are expensive!
 - Have the database do the work for you
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- **I'll just do it myself**

- Ask other organizations how they handle the same processes.
- Get help

• **What do your friends think?**

- Customer support
- User groups
- Facebook
- LinkedIn
- Workshops
- Conferences
- Training
- Other organizations
- Consultants

• **You are not alone.**

- Questions

- **Group Therapy**

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• **Thank you!**