

## Database Services

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KEES provides specialist knowledge to address database management, data strategy and unique reporting needs. Whether it involves elevating your team's current work with refined expertise, or ensuring database coverage during a position vacancy, KEES can fill your organization's specific needs with expert-level knowledge.

Our Blackbaud Certified Raiser's Edge Specialist has worked in many databases and coached current staff, developed new processes, cleaned and maintained data, and led database conversion.

Below are some ways we can strengthen your philanthropic impact through solid data management and strategic practices:

- 🔗 Data assessment, state of the data reports
- 🔗 Best practices creation and leave-behind manual specific to YOUR office practices
- 🔗 Reports creation and customization
- 🔗 Data analysis and segmentation work
- 🔗 Database optimization
- 🔗 Staff training
- 🔗 CRM research and recommendations, and implementation/conversion
- 🔗 Database integration with social media marketing and event management

In most cases, our consultant begins the project with a 3-4 day review of your current database processes and procedures, followed by a meeting to share findings and define priorities and timeline. KEES has:

- 🔗 Served as database administrator for a 6-month period during a staff vacancy.
- 🔗 Helped assemble data from more than 10 data sources to synthesize and streamline information and develop strategy for a year-end appeal.
  - The work, including Annual Fund support, helped the client achieve a 600% increased return.
- 🔗 Trained staff on best practices for data entry, development record keeping and coding, and reporting.
- 🔗 Worked with a staff and new vendor to implement new database and convert data.
- 🔗 Developed Policy & Procedure Manuals for several clients where none had previously been defined.

The outcome of these engagements varies by circumstance and need, but overall our clients share with us that not only did our expertise enable them to solve problems, but also that KEES helped them understand their donor data in a whole new way.