

Process Improvement + Change Management

Revolutionizing National Nonprofit's Membership Operations Propels Efficiency & Financial Gains

Starting Point

A national member-focused nonprofit faced significant challenges in scaling its staff and overall impact. The nonprofit's reliance on fragmented and manual processes resulted in operational inefficiencies. This environment hindered the organization's ability to deliver a consistent member experience and quality internal operational management. Staff was overwhelmed with administrative tasks, which reduced their capacity to engage with members meaningfully. The lack of automation and workflow customization further exacerbated these issues, leading to a significant drain on resources, potential revenue and team morale.



Solution

A comprehensive transformation that systematized internal and member-facing processes throughout the member lifecycle -- from applying and onboarding to renewing and retaining a member. The solution was predicated on vision and process mapping, an end-to-end tool implementation and change activation strategies for staff, volunteers and members.

Approach

- ◆ Identify, lean out and document critical membership process workflows
- ◆ Procure an all-in-one system that integrated and automated the nonprofit's membership operations plus reinforced the brand and enhanced the member experience
- ◆ Involve staff in extensive system training to smoothly transition from current to future state

Outcomes

The transformation yielded substantial improvements:

- ◆ **Time Savings:** There was a 20% reduction in the time spent on manual administrative tasks -- equated to 365 hours saved annually -- freeing up staff to focus on enhancing the member experience.
- ◆ **Financial Savings:** The nonprofit saved \$7,650 annually by consolidating systems and more effective use of resources.
- ◆ **Efficiency Gains:** 90% of the new membership application process was automated, allowing staff to dedicate more time to high-touch interactions.
- ◆ **Employee Satisfaction:** The streamlined processes significantly boosted staff morale and satisfaction, leading to better overall organizational effectiveness.

- 
20% Less Time on Manual Tasks
- 
\$7,650 Saved Annually through Consolidation
- 
33% Less Time Processing Applications
- 
10x Increased Team Morale & Satisfaction



Conclusion

By implementing an all-in-one platform and reimagining its membership operations, the nonprofit saw massive gains in operational efficiency, member engagement and financial performance, exemplifying how strategic use of technology, people-centered processes and effective change management can transform an organization.

Omnia Exec

To learn more about Omnia Exec LLC — and how you can build resilient, agile and productive teams — [book a Connect Call](#).