

CASE STUDY:

Strengthening Chicago's Families



“It is all about **making a difference** in the lives of not only the child, but the family — and then hopefully we’re going to **impact the community** as a whole.”

Loretta Espeut

VP of Centers, Family Focus

ABOUT FAMILY FOCUS

The mission of Family Focus is to promote the well-being of children from birth by supporting and strengthening families in and with their communities. Founded in 1976, Family Focus operates seven direct service centers that help more than 17,000 people annually throughout the Chicagoland area.

Family Focus works with both parents and children to encourage healthy development in their communities. The organization does this through three main service areas:

- Early Childhood Development
- Youth Development
- Family Support Services

FAMILY FOCUS + NEON

Family Focus signed on with Neon in early 2012, and primarily uses Neon to help recognize and keep track of their donors. As Family Focus has grown, they’ve used Neon to streamline their receipting process and provide tax information automatically to donors.

Neon also helps Family Focus get to know their donors better, so they can customize outreach and appeals for maximum impact. As the hub of all their donor information, Neon helps them get to the next steps of engaging their existing donors even further.



“We’re able with Neon to **customize our efforts** to make sure we’re presenting donors with things they really care about — and that **makes it meaningful.**”

STEVE MAJSAK
SVP OF EXTERNAL AFFAIRS, FAMILY FOCUS



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HOW THEY DO IT



WEBSITE INTEGRATION

Neon's online forms are fully [integrated with the Family Focus website](#), so when someone makes a donation all of that **data flows directly into their Neon database**. Those donors are automatically receipted with proper tax information, **saving time** and allowing Family Focus to prioritize creating a meaningful thank you experience for each supporter.



DONOR DATA

Family Focus stores all this [donor information](#) in their Neon database. With all that data in one place, they can get a **comprehensive, 360-degree view of all their constituents**. It can include donations, communications, events, volunteering, membership information, and activity tracking with fundraising staff. This allows Family Focus to keep track of everything they need to know about their donors — **all in one place**.



COMMUNICATIONS

All that donor data helps Family Focus **customize** appeals, [communications](#), and thank-yous to provide donors with **information they care most about**. This focus on relationship building keeps donors engaged and encourages them to contribute again in the future.



GRANT TRACKING

Family Focus uses Neon to **manage their grant schedule**, step-by-step and document-by-document. Over the past few years, the organization has **reduced their dependence on government funding** by increasing revenue from individual donors, family foundation contributions, and private grants.

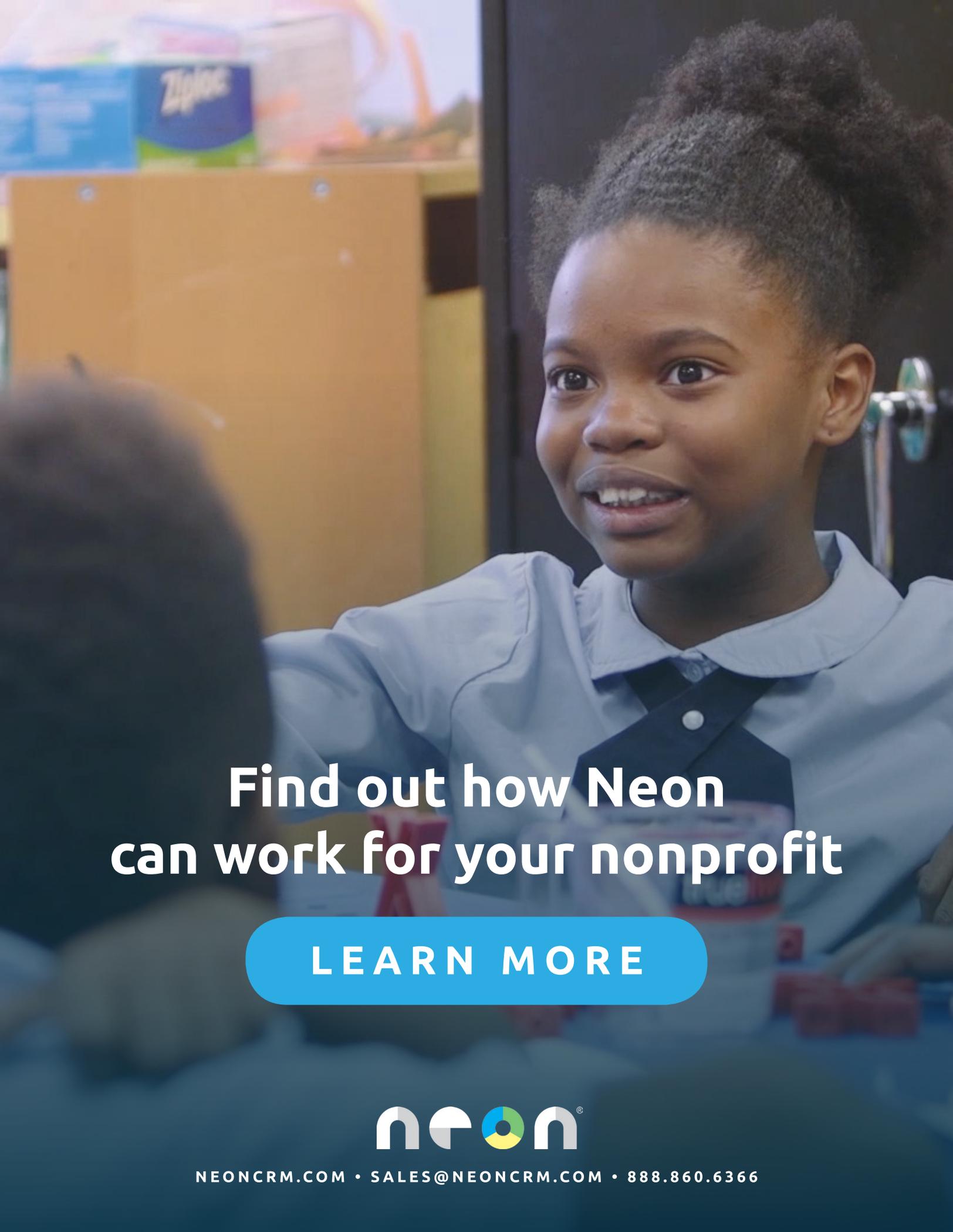


EVENTS

Neon's [events management](#) features include **online registration/ticketing, event communications, and event follow-up tools**. At their most recent annual gala, Family Focus hit record fundraising goals — they used Neon to **track the money raised** and store information about those supporters.

Ready to learn more about Neon?

GET STARTED



**Find out how Neon
can work for your nonprofit**

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