

Case Study: Médecins Sans Frontières UK



When the fundraising team at Médecins Sans Frontières UK were looking to upgrade their database system to take advantage of new technology and build on the relationships with their supporters, they selected m-hance's NfP 365 Enterprise, built on the foundation of Microsoft Dynamics 365 Sales and Customer Service.

Customer Background

- MSF is the world's leading medical aid organisation, dedicated to providing care to people affected by conflict or disaster.
- In over 70 countries worldwide, MSF provides both life-saving emergency medical care and longer-term assistance making healthcare services available to the most vulnerable or excluded communities.
- To maintain independence, MSF relies on donations from individuals around the world for at least 89.2% of its income.
- In order to continue to generate private income, MSF's goal is to build loyalty by bringing supporters closer to the people that MSF assists and the medical action that private donations make possible - achieved by providing engaging and informative 'first-hand' stories direct from their field staff.
- With effective and ongoing fundraising a key objective in the delivery of the charity's mission, the Fundraising team were looking to replace the software system used to manage its donor relationships and donation processing, which had been in place since 2005.

The Solution

NfP 365 Enterprise is built in the Microsoft cloud on the foundation of Microsoft Dynamics 365 Sales & Customer Service and is tailored to the specific and unique needs of the charity sector.

"We embarked on a digital transformation journey with the aim of implementing a modern, resilient and robust solution that would not only meet our strategic goals and ambitions, but also provide scalability to underpin future growth and deliver a structured solution to current and future challenges presented by new approaches to supporters. Following a formal tender process, we selected m-hance and their NfP 365 Enterprise solution as we felt the team and the solution both fit our needs." **Ayeshah Muhammad, CRM Manager, MSF UK.**

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Customer Success

The solution was implemented remotely due to the COVID-19 pandemic and went live successfully despite this in August 2020, replacing the charity's previous fundraising system. The new system supports the growing fundraising team at MSF UK and ensures they are not hindered by technology, access to data or capability limitations.

Since go live, the team have been working towards a 360-degree view of supporters and have increased their supporter base by over 16,000 records in 6 months, enabling them to raise more donations and continue to deliver emergency medical aid to patients where the need is greatest.

The new solution has transformed the way the Fundraising team works and has impacted in the following ways:

One central management hub:

The Legacy and Major Gifts teams mostly worked from spreadsheets. They are now putting all their pipeline management and related information directly in NfP 365 Enterprise; enabling them to manage their forecasting and budgeting for the year systematically within the system. The MSF UK Public Engagement team are now also inputting contacts into the system that they previously stored in spreadsheets, meaning there are now additional supporters that can be communicated with.

The story of every supporter:

The Fundraising team is working towards a 360-degree view of supporters, with all information contained in one place. This means that accurate segmentation of the supporter base can take place, so that the right messages can be sent to the right supporters at the right time and via their preferred communication method.

Effective campaign management:

Supporter journeys are tailored to specific groups of supporters; helping to develop those relationships and bring them closer to the work of MSF. Since the August 2020 go live, the team has seen the supporter base grow by over 16,000 records, with appropriate supporter journeys being implemented. More supporters engaging with the charity means more donations coming in, allowing the team to continue to deliver medical care to more people.

Event management:

MSF UK now have various teams managing their events within NfP 365 Enterprise, enabling them to plan and manage their events collectively within the system, including the logging of attendance which was previously a time-consuming task carried out in spreadsheets.

Online giving integration:

A key requirement of a new system was the ability to integrate with major online giving platforms. At MSF UK, the system integrates with key online giving platforms such as JustGiving, allowing the team to manage income via these methods with the option of adding future platforms as they become available.

"The experience of working with the team at m-hance to implement our new CRM has been outstanding. They are highly skilled and knowledgeable about the product and have gone the extra mile in terms of dedication to making the system viable for MSF UK. They also rose to the challenge of COVID-19, on top of an already ambitious implementation plan and the project was navigated through to a successful go-live."

James Kliffen, Head of Fundraising, MSF UK