

# The Girls' Day School Trust. 25 schools... one family.

As The GDST move to the Cloud, there is no limit to what can be achieved



Cloud-based solution

**The Girls' Day School Trust is the UK's leading family of independent girls' schools where academic excellence is a given and the focus is not only on what is learned, but how it is learned.**

Educating approximately 8% of all girls at UK independent schools, The GDST's move to the Cloud means that they can continue to focus on creating an environment where all their pupils can thrive. Innovation and effective fundraising and donor management is a key contributor to providing this.

## Time to invest in a modern fundraising platform to deliver modern services

### Drivers for change

Since its foundation in 1872, The GDST has never wavered in its commitment to equipping their pupils to succeed. Therefore there was a strong requirement to move from their legacy CRM system to a modern cloud-based solution that will allow streamlined fundraising, donation processes, centralised communication and advanced reporting.

They firmly believed in investing in their systems and IT infrastructure to deliver modern services and provide streamlined processes for their donors and supporters.



Safe and secure

## The project was no small undertaking

### Moving to the Cloud with Microsoft Dynamics

Working in a cloud environment brings a lot of benefits and also plenty of challenges. However, **smartimpact** was able to build and extend the capabilities of the Microsoft Dynamics platform to manage the complex relationships between fundraisers, donors and the various schools of the trust.

### And that was only the beginning.....

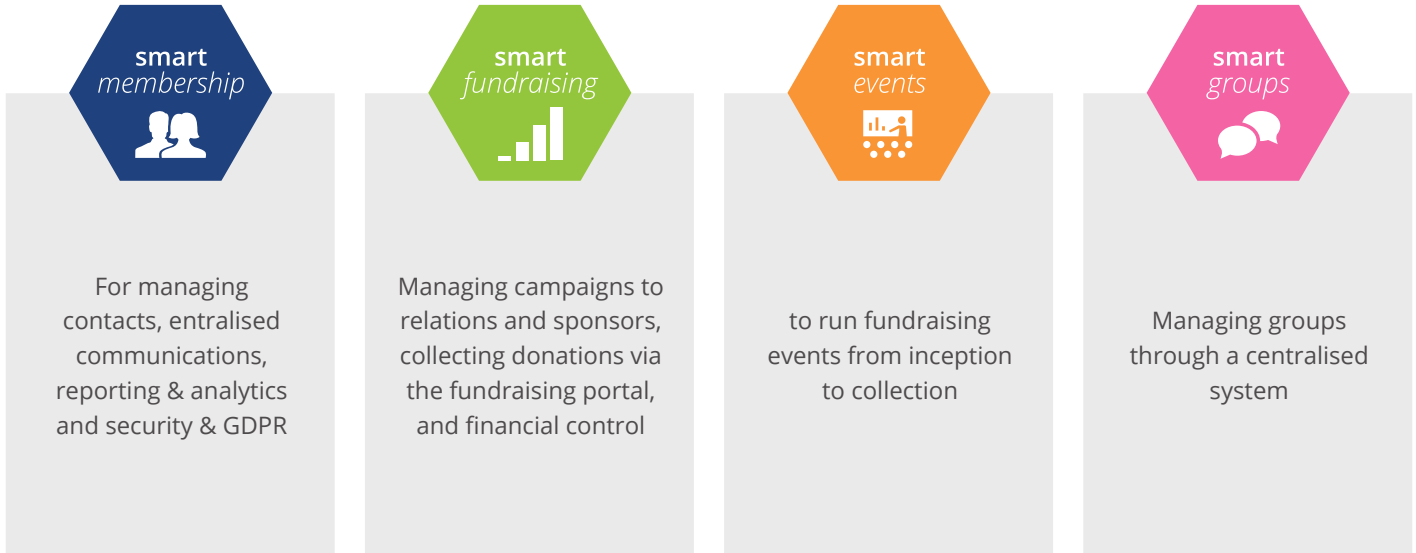
Pupil protection is paramount. We provided an advanced security model so staff across the 25 schools could only access the data related to their school, whilst maintaining centralised access for The GDST HQ staff.



Centralised access



## Solution summary



*“ Working together to prepare the data for the new system, map the processes and test the new functionality with a great team spirit was one of the main highlights of the project”*

**Jo Cook**, Head of Delivery,  
**smartimpact**

### Working with The GDST family

Working as one, coherent team is a challenge for every digital project. The GDST team understood the challenge from the beginning and worked closely with **smartimpact's** project manager and consultants to migrate the old system to the new one.

### And finally... reaping the benefits

GDST now have a really effective system that includes:

- fundraising campaign execution and management functionality
- a connected donations portal
- an advanced security model to allow controlled access for their staff
- review of the optimal Dynamics licensing model for user roles and data capacity needs, for a maximum return on investment



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