

DEVINE & PARKER CONSULTING

WHO WE ARE

Devine & Parker is a technology consulting firm for nonprofits. Our goal is to bridge the gap between missions and members by building out personalized, automated, and responsive engagement programs with best-in-class technology strategies and solutions designed specifically for nonprofits.

WHAT WE DO

We aim to educate nonprofit leaders about available technology solutions, perform comprehensive assessments of their current marketing, communications, fundraising, and outreach programs, and implement automated, personalized engagement strategies designed to minimize time spent on manual administrative tasks and maximize time carrying out mission critical activities and building lasting relationships with supporters, volunteers, members, beneficiaries, and key stakeholders.

OUR VISION

A nonprofit sector that is future focused, unafraid of pursuing change, and fully equipped with the knowledge and skills necessary to align the best available technology solutions with its critical mission work.





Virtuous Certified Partner Consulting Services

Overview

As a Certified Virtuous Partner, Devine & Parker Consulting can offer your nonprofit specialized support services to set you up for success in your new Virtuous account.

Post-Live Setup, Training, and Support

Post-Live Setup

Your Virtuous Account is active, now it is time to build. Devine & Parker can help your team hit the ground running with the following implementation items:

- Meet the Virtuous post-live setup milestones (i.e. donation and lead forms, tags, etc.)
- Integrate Virtuous with your organization's website and other digital tools, introducing outside vendors (i.e. direct mail and email marketing providers) to the new platform
- Build out your first automated workflows, email marketing lists and templates
- Perform initial and ongoing data hygiene checks
- Set up reports, queries, and dashboards to measure performance and impact over time

Team Training

Internal team training is essential when adopting a new technology, especially a new CRM. Virtuous is a very powerful tool, but it will only be as effective as its users. Devine & Parker provide real-time virtual training, both one-on-one and group sessions, so that your development and marketing teams feel comfortable and confident using your new system.

Strategic Support

Finally, Devine & Parker can assist with strategic support for launching marketing and fundraising campaigns within the Virtuous system, including:

- Build a development and marketing strategy around your new Virtuous toolset
- Set monthly and annual targets for new sign-ups, donors, volunteers, etc.
- Establish Key Performance Indicators (KPIs) to track and measure success

Pricing

Devine & Parker offers competitive service rates. Our pricing models are flexible and designed to fit the needs of your organization. We offer both hourly packages and fixed-fee project packages. Please contact Devine & Parker to schedule a discovery call to discuss your organization's specific needs.

Contact Information

To get in touch with Devine & Parker Consulting, please email us at julia@devineparker.com or catalina@devineparker.com. You can learn more about our services by visiting our website at www.devineparker.com.