

## Senior Services for South Sound Saves Time and Money with eTapestry® and AddressFinder™



Senior Services for South Sound helps seniors and their families stay vital and independent in the community. Established in 1973, the agency strives to meet its goals by providing a wide array of progressive and comprehensive services, including adult daycare, case management, nutrition, transportation, and respite care, along with socialization, health, and independent living programs.

### Challenge

Senior Services for South Sound was growing quickly and having trouble managing income sources from multiple channels, including donations, grants, and membership programs. With over 300 active volunteers, more than 3,000 members, as well as clientele, staff, and donors, data was everywhere! Senior Services staff members had to hunt through separate databases and spreadsheets for information, and there was no way to track trends or donor histories.

Senior Services for South Sound needed a single system to consolidate donor data, eliminate process inefficiencies, and clean up duplicates so it could better manage relationships with all constituents.

### Solution

Senior Services for South Sound decided to purchase eTapestry Pro to help automate manual data entry, so staff members could spend less time worrying about technology and more time delivering the organization's mission. Karen Charnes was hired to manage the organization's database and immediately saw the organization benefit from the new, streamlined process provided by eTapestry Pro.

### Results

By switching to eTapestry Pro, Senior Services for South Sound was able to:

- Use automated and integrated tools that save time: With a central system, all constituent information is securely stored and can be accessed from any Internet location
- Get a quick view of progress with dashboard reporting: Dashboard reporting makes it easy to track mission performance and prepare reports for various departments or quickly compare giving statistics around new, upgraded, and downgraded donors
- Automate data health services with AddressFinder: Automatically updated address data saves money on mailings that would have been sent to bad addresses

"Everything about eTapestry's new AddressFinder feature is just smooth. It was so intuitive that I could just jump right in without having to watch any training videos. The setup made it easy for me to do a mass update without any manual formatting in Excel®!"

—Karen Charnes,  
Database Management

**\$1,000**  
saved on recent  
mailing using  
Address Finder

**75%**  
reduction in time  
spent updating bad  
addresses using  
Address Finder

Continued

With eTapestry Pro, Senior Services for South Sound grew its database from 3,000 to 10,000 records in just three years. In addition to database growth, eTapestry Pro and AddressFinder have saved Senior Services thousands of dollars in unnecessary postage. With the current cost of postage, each returned envelope cost the organization \$1.00, not including time. On their first most recent mailing through eTapestry using AddressFinder, Senior Services saved roughly \$1,000!

AddressFinder has also saved time for Senior Services staff members. Prior to AddressFinder, staff was in a constant mode of verifying data and correcting information based on returned mail. With AddressFinder, the time spent updating bad addresses has been cut by 75%.

Thanks to eTapestry Pro, Senior Services can put more time and money back into its mission.