



CASE STUDY:

Better member management.

Preservation Houston was maxing out available columns in their excel spreadsheets. Neon equipped them with automated tools to keep better track of their 1,000 members.





Preservation Houston

HOUSTON, TEXAS

BUDGET: \$480,000

MEMBERS: 1,000

4,000 PEOPLE SERVED

Mission Statement

To promote the preservation and appreciation of Houston's architectural and cultural historic resources through advocacy, education, and committed action, thereby creating economic value and developing a stronger sense of community.

History

Since 1978, Preservation Houston has voiced strong support for better public policy and protection of Houston's irreplaceable historic resources. Their members, volunteers and staff have been instrumental in the adoption of a citywide preservation ordinance, the designation of local landmarks and historic districts, and the development of a preservation ethic in the Bayou City.

“Events lists, membership, mailing lists... it was all a spreadsheet. We bumped up against the max number of Excel columns... We said, ‘oh god, these spreadsheets are out of control.’ We needed something to deal with them.”

JIM PARSONS
DIRECTOR OF SPECIAL
PROJECTS

Goals

- **Track contributions**
- Manage events
- Manage memberships

Functionality needs:

- **Membership management**
- Membership tracking
- Membership renewals
- Events
- Fundraising
- **Cloud-based system**



Finding a Solution

Implementation

2,000
RECORDS CONVERTED

Data pulled from Excel

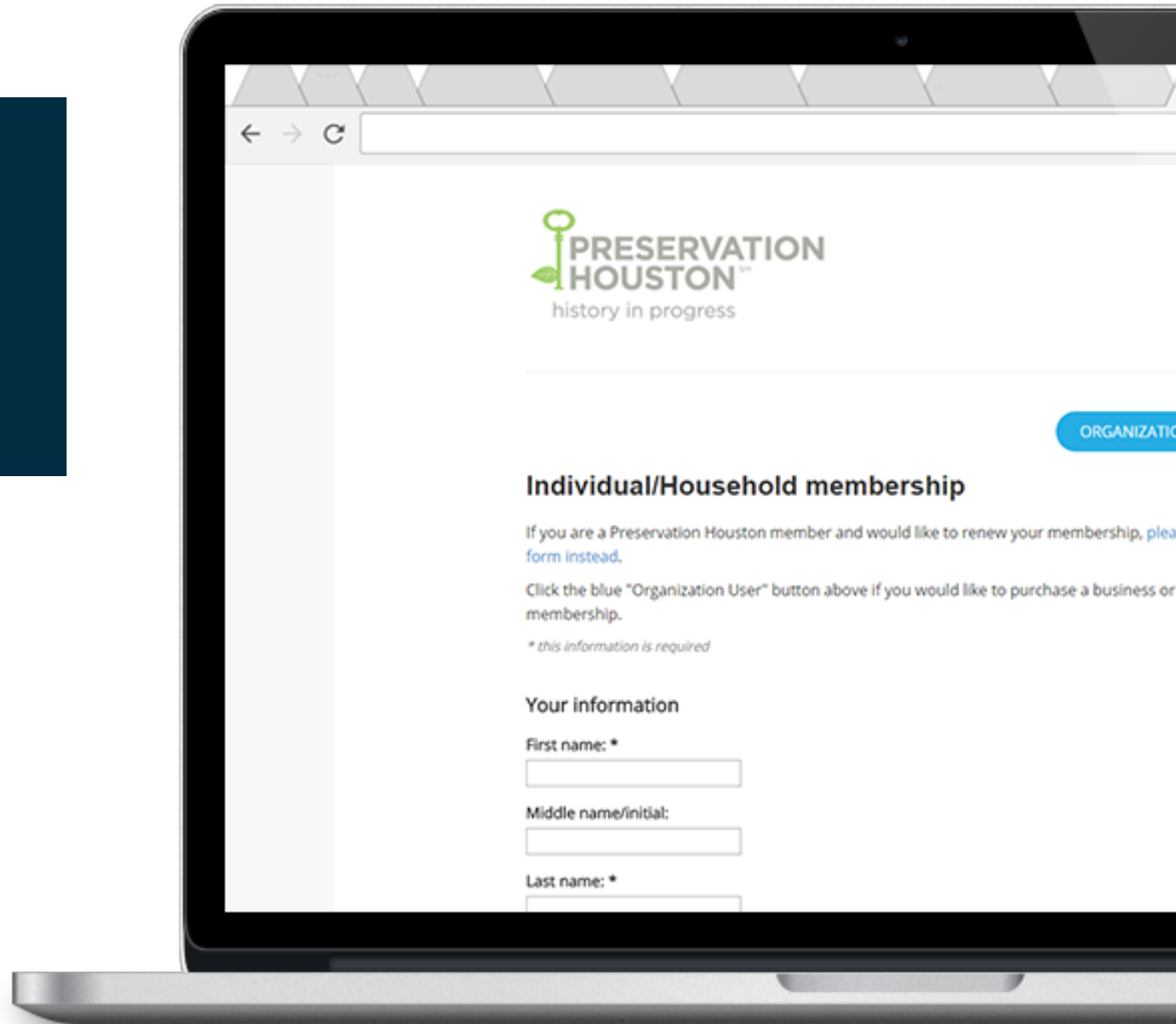
Neon Services Used

- Data import
- Configuration consultation

“Everything has been super easy and everyone has been really responsive and nice.”

JIM PARSONS

DIRECTOR OF SPECIAL PROJECTS





“Neon more than
pays for itself
in membership
renewals.
Automatic renewal
notices and the
ability to manage
memberships online
is great for our
members, and **it
also frees us up to
do other work.**”

JIM PARSONS
DIRECTOR OF SPECIAL
PROJECTS



Using Neon



More efficient

- Managing spreadsheets had gotten untenable, stopped working
- Quick creation of member-only event invitations
- Allowed for work delegation
- Minimized and **simlified** paper membership mailing
- **Simlified** online forms setup



Favorite features

- Membership
- Analytics and reports on membership and event attendance
- Automatic membership and renewal emails
- Donations management
- Event tracking
- Online forms



Getting help

- “Support team has has been really good. In addition to answering questions there was a bug they discovered and was fixed in the next release.”
- Found internal documentation to be thorough, helpful

Results

“Our constituents have appreciated being able to easily make donations and purchase tickets to events through Neon — all of that **makes life a lot easier for our stakeholders and our staff.**”

JIM PARSONS
DIRECTOR OF SPECIAL
PROJECTS

YTD 2017 VS
SAME PERIOD IN 2016

300%

—
**INCREASE IN
TOTAL GENERAL
DONATIONS**



Improved Membership Management

Preservation Houston attributes the membership increase they saw in the past year to the **ease of managing memberships online** with Neon and the system's automated membership renewal reminders. They see results every time Neon sends reminder emails for membership renewals. **More and more of their members are joining and renewing online.**

YTD 2017 VS
SAME PERIOD IN 2016

32%

| **INCREASE IN
MEMBERSHIP**



“Neon takes so much less time.

Before, the ordeal of membership mailings mean we avoided and delayed them. Now that the emails go out, **it's night and day.**”

DAVID BUSH
ACTING EXECUTIVE
DIRECTOR



A low-angle, upward-looking photograph of a grand, ornate architectural interior. The image shows multiple levels of balconies with intricate carvings and decorative elements. The ceiling is high and features a complex arrangement of beams and supports, with light streaming in from windows at the top. The overall impression is one of historical grandeur and architectural detail.

Any advice to nonprofits looking for software?

- Find the system that does what you need it to do, don't go for one that you need to work at it to make it function.
- We were using an accounting tool for membership and development, that neither worked nor used our time well. It was just hard.

“Other systems we looked at were geared towards sales, they weren't really for membership.”

- A couple of the places I had been before looked or used Raiser's Edge, which was not cost effective for the amount of transactions we process. I always heard how complicated it was



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start raising more?

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