harnessing the power of automations
the intersection of lives, leaders and neighborhoods
mission + vision //
- to love our neighbor by revitalizing under-resourced neighborhoods through spiritual and community development
- partnering with leaders to develop thriving and sustainable organizations

desire street history – first 30 years //
- 1990 – founded by mo + ellen leverett in new orleans’ ninth ward desire community
- 1997 – danny wuerffel began volunteering at desire street
- 2004 – danny retired from the nfl and began working full time at desire street
- 2005 – hurricane katrina destroyed facilities
- 2006 – danny became executive director
- 2008 – head office moved to atlanta
- 2010 – mission focus expanded:
  - to partner and develop leaders living and serving in under-resourced neighborhoods across the southeast
- 2020 – 20+ ministries impacted over first 30 years

5-year strategy //
- develop 20 thriving and sustainable partners by 2025
  - 10 current partners
  - graduate ~2-3 partners per year
  - add ~2-3 partners per year
  - total of 20 by 2025
47% of urban youth workers surveyed indicated that they needed more coaching / mentoring to “last” in ministry.

37% indicated that they needed more training in how to relate effectively to the youth they are serving.

43% indicated they needed help learning to better balance ministry and other life commitments.

“most everybody we interviewed agreed that the inner city can be a war zone.”
– fuller youth institute

“58% of urban ministry leaders are at risk of burnout”

“because of the stress in the city, 36% of urban youth workers reported significant levels of posttraumatic stress.”
we encourage + equip + connect neighborhood ministry leaders

to help develop thriving + sustainable ministries
partner service offerings

- focus on leader health and long-term sustainability
- coach and care
- organizational development
- social capital advocacy
- peer support, retreats, etc.
partner ministries

- 10 current partners
- alumni partners
Opportunities For Intersection

- Pray For Our Ministry Partners & Alumni
- Partner Needs
- Intersect With Partners
- Ways To Donate
- Partnership Information

desirestreet.org/get-involved
in the beginning...
technology journey

2016
- Server-based technology stack
- Technology assessment and recommended actions

2017
- Began strategic technology plan
- Goal: Migrate to cloud-based platforms
- Theme: Workflow automation

2018
- Cloud file storage
- Cloud email
- Cloud CRM
- Cloud expense management

2019
- Cloud financial system
- Retired server platform
- Began workflow automation

2020
- Digital mail scanning
- Automated check deposit
- Online bill pay
- Ported phone to MS Teams

2022+
- Program workflow automation
- HR function automation
- End-to-end administrative automation

Cloud Automation Journey
File Sharing – Dropbox & OneDrive
Mail Digitization – Earth Class Mail
Check Deposits – Earth Class Mail
Online Giving – Fundraise Up
Bill Processing – bank bill pay & QBO
Office Productivity Tools – MS Office
Expense Management – QBO (pv. Expensify)
Fiscal Period Reconciliations – QBO
CRM / Donor Management – Bloomerang
Online Banking – mobile deposits & bill pay
Program automation – MS stack: Forms, Power Automate, Teams, Outlook
let’s automate

1. Consider cloud platforms
2. Understand your operational workflows
3. Keep in mind end goal of automation
4. Integrations are great for automation
5. Leverage great tools from Microsoft / Tech Soup
before:

manual online donations

1. Pull report from online donation system
2. Log into donor mgt system to determine if existing donor
3. Enter each donation into donor mgt system
4. Batch donations to match bank deposit
5. Print and mail receipt for each donation
1. Donor gives online
2. Donation automatically flows into donor mgt system
   ▶ Automatically updates donor timeline with gift and all relevant details
   ▶ Or, automatically creates a new donor record if first-time donor
3. Donor automatically receives real-time customized email receipt
4. Donations are auto-batched and deposited to bank
5. Online financial system automatically updated
program automation

Microsoft stack: forms, power automate, teams
1. What Partner did you call or text? *

- Justin Bloeker | Grove Park Renewal
- Drew Henley | Redeemer Community Church
- Charles Lee | That's My Child
- Carlton Oby | Mercy Street
- Stephen Pittman | Hope for Augusta
- Christy Smucker | The Mom Community
- Becca Stanley | Blueprint 58
- Eric Stites | CrossTown Ministries
- Danny White | Trinity Family
- Benjamin Wills | Peace Preparatory Academy
program automation
hands on
1. Do thoughtful, strategic planning to modernize your IT platforms
2. Don’t be afraid to ask for help
3. Consider cloud platforms
4. Understand your operational workflows
5. Keep in mind end goal of automation
6. Integrations are your best friend for automation
7. Leverage great tools from Microsoft / Tech Soup
8. Security, policy, controls and governance considerations
9. Don’t forget change management!
questions?
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desire street MINISTRIES

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