james gadsby
chief operating officer

SCAN ME

desire street MINISTRIES

TECHFORWARD 2022

harnessing the power of automations

the intersection of lives, leaders and neighborhoods

desire street MINISTRIES

executive overview

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

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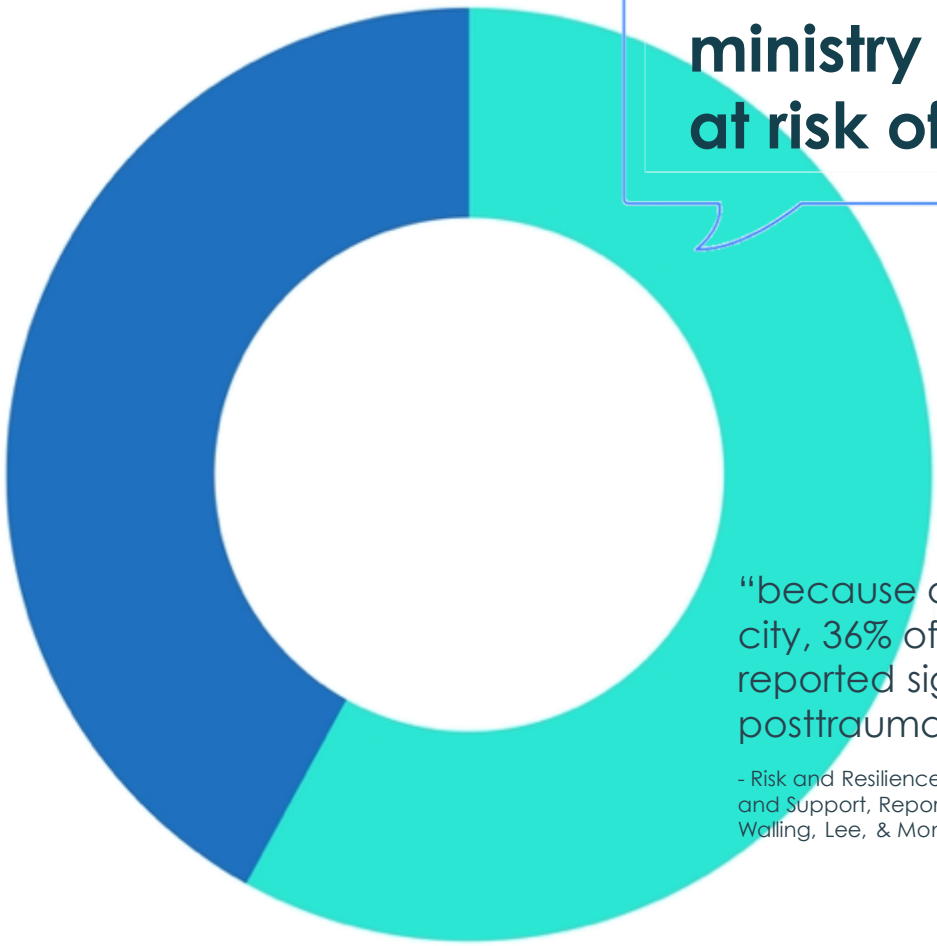
47% of urban youth workers surveyed indicated that they needed more coaching / mentoring to "last" in ministry

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."

- Risk and Resilience in Urban Ministry: Stress, Spirituality, and Support, Report of General Findings (Eriksson, Shin, Walling, Lee, & Montgomery , 2007)

sagamore institute research - 2008 survey of urban youth workers

// what does desire street do? //

- we encourage + equip + connect neighborhood ministry leaders
- to help develop thriving + sustainable ministries

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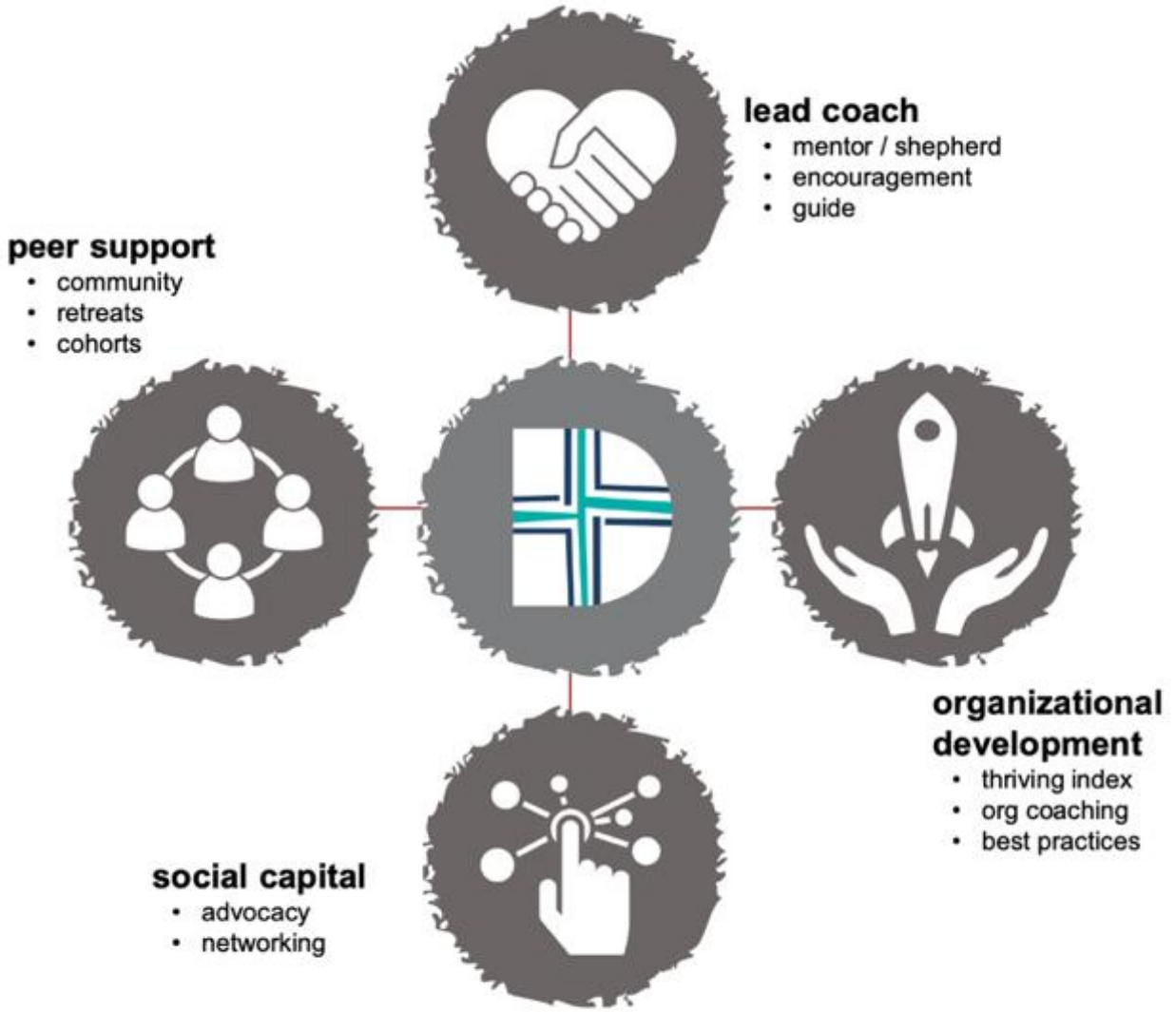
partner service offerings

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



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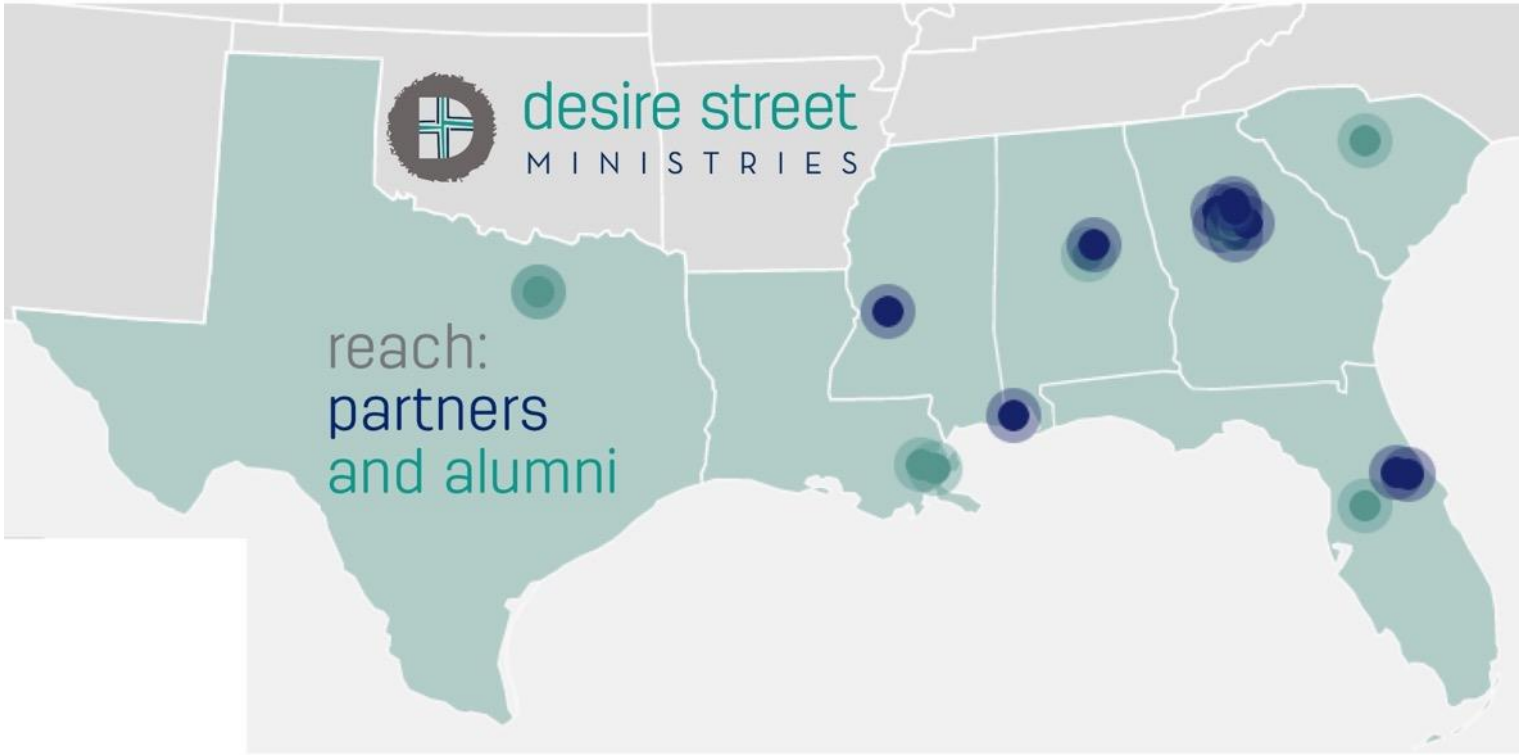
partner ministries

- **10 current partners**
- **alumni partners**



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get involved

@desirestreet

Opportunities For Intersection

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

desirestreet.org/get-involved

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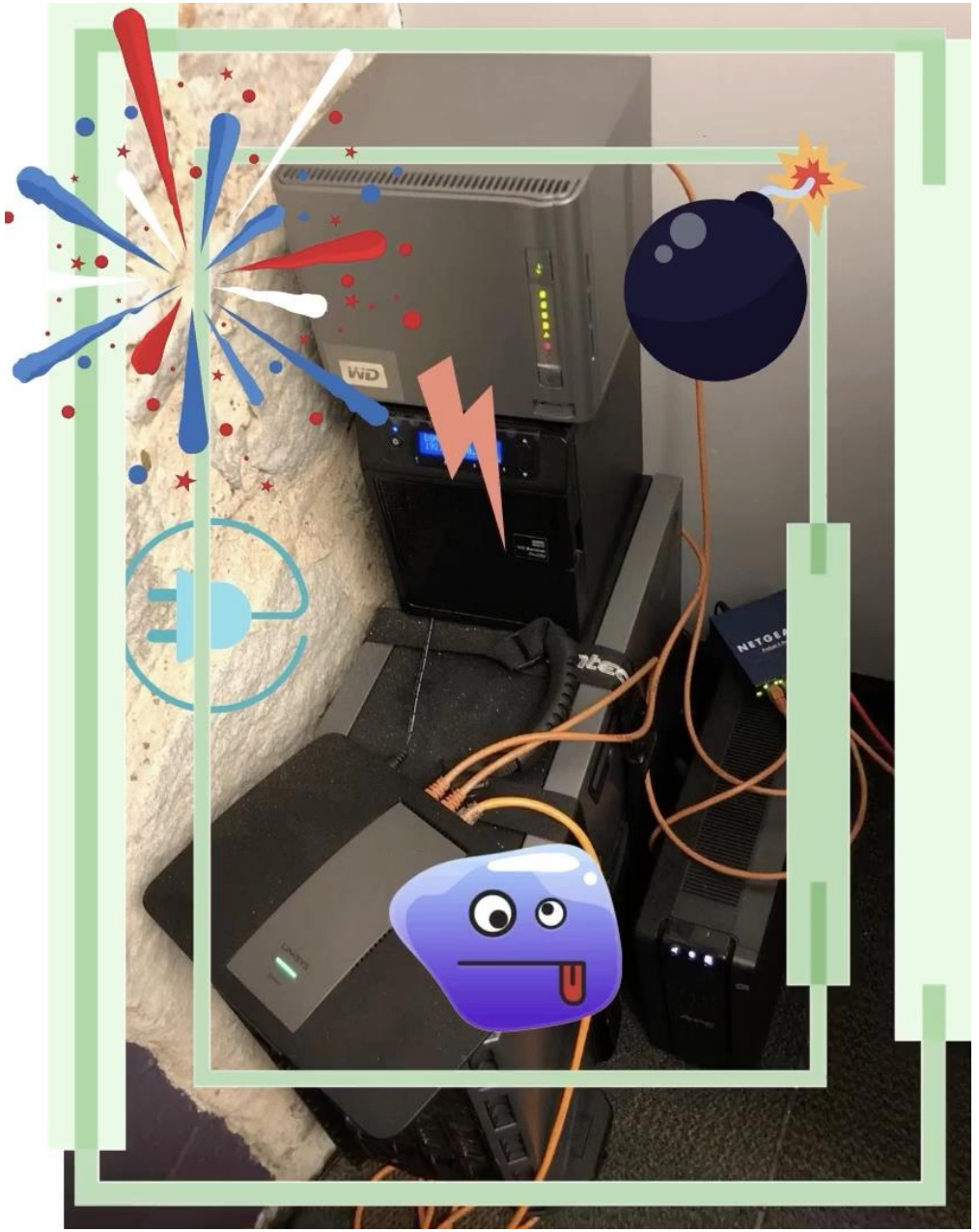
in the beginning…



technology journey

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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

workflow automations

desire street platforms

- 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

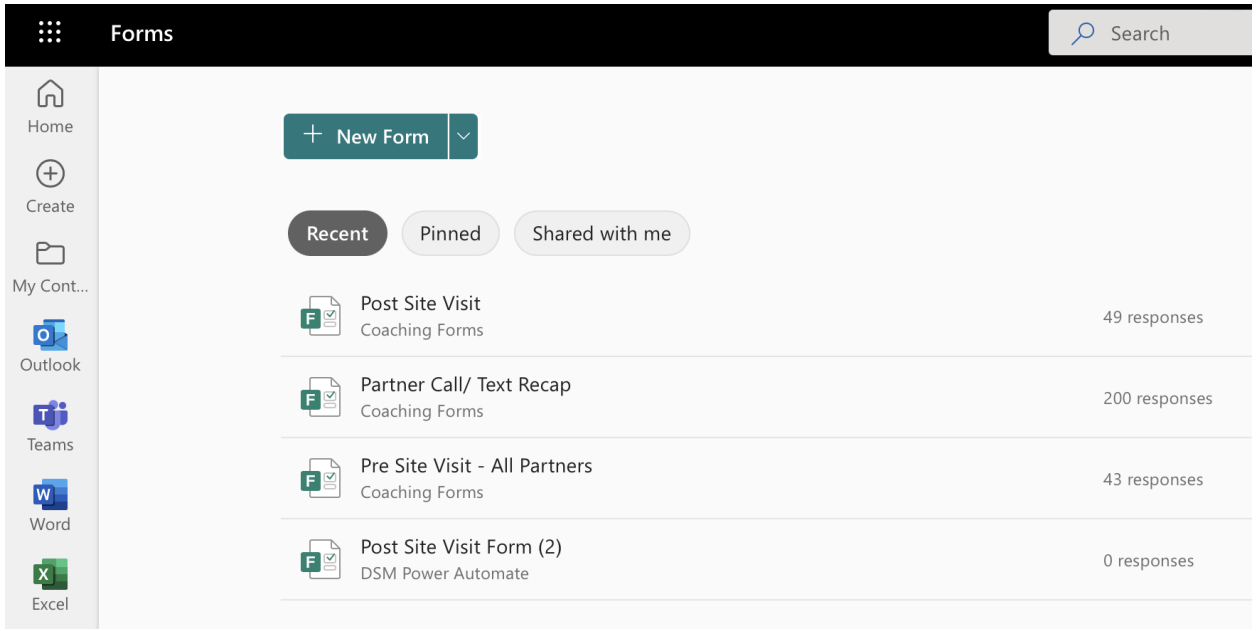
after:

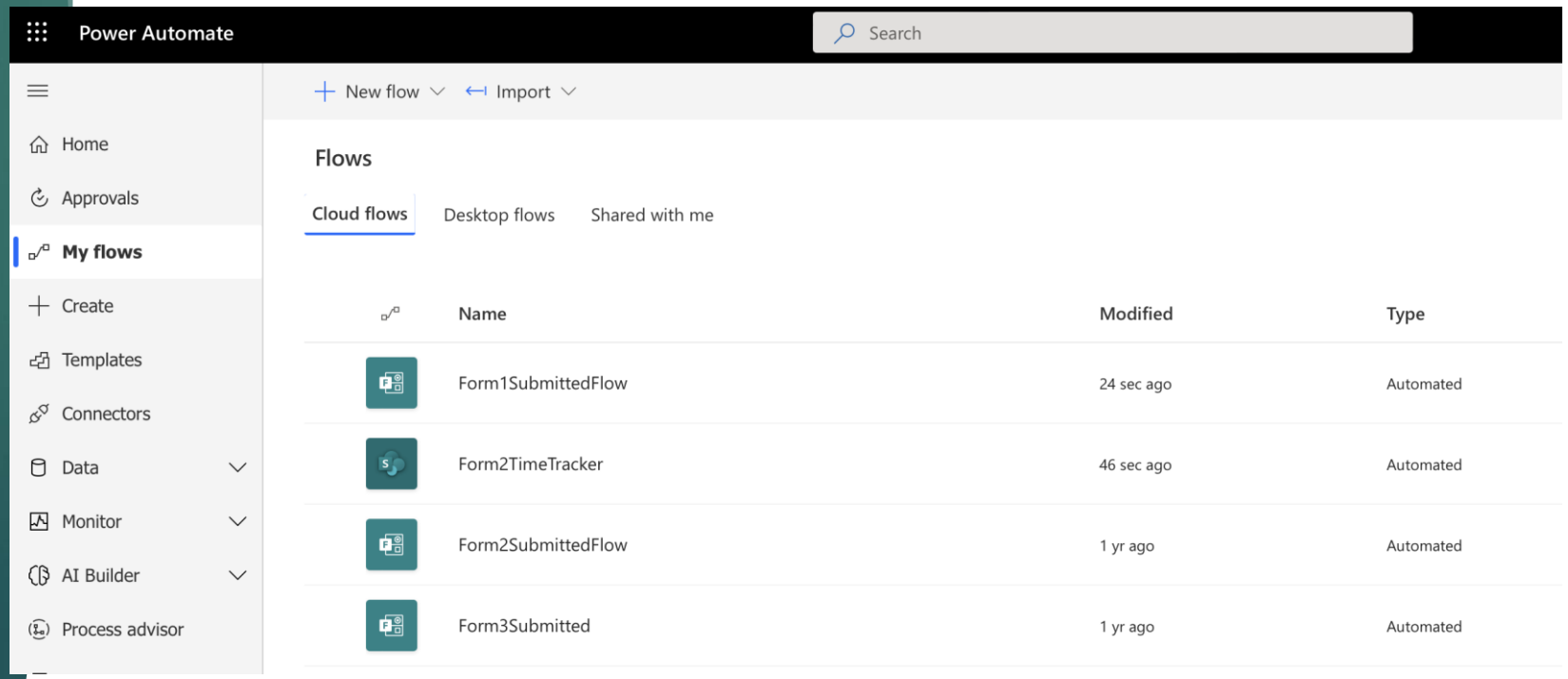
automated online donations

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

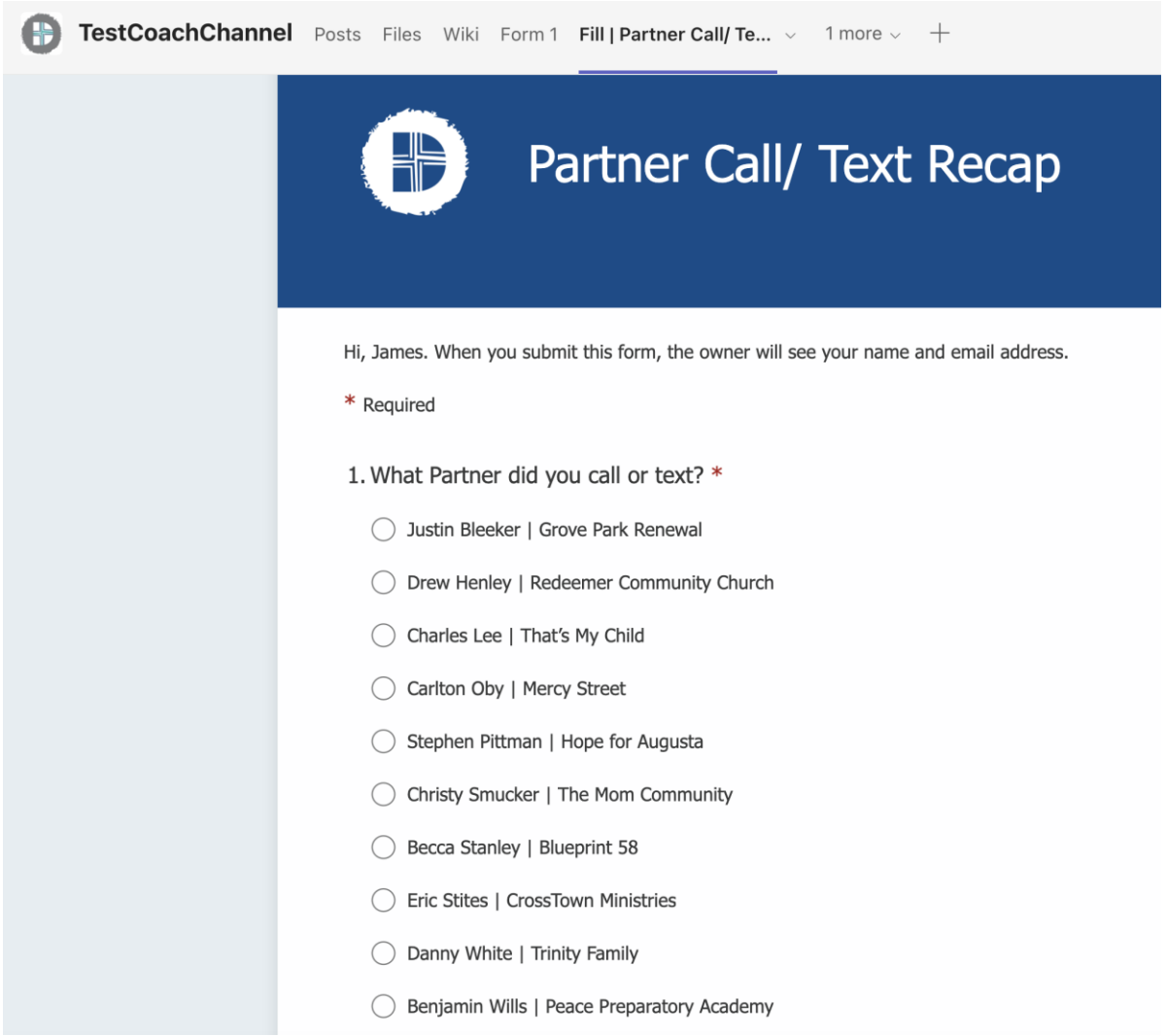
microsoft stack: forms, power automate, teams





program automation

microsoft stack: forms, power automate, teams



program automation

hands on

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recap steps for tech transformation

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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thank you!

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