

james gadsby
chief operating officer



desire street
MINISTRIES



TECHFORWARD>>>

2022

harnessing the power of automations

the intersection of lives, leaders and neighborhoods



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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

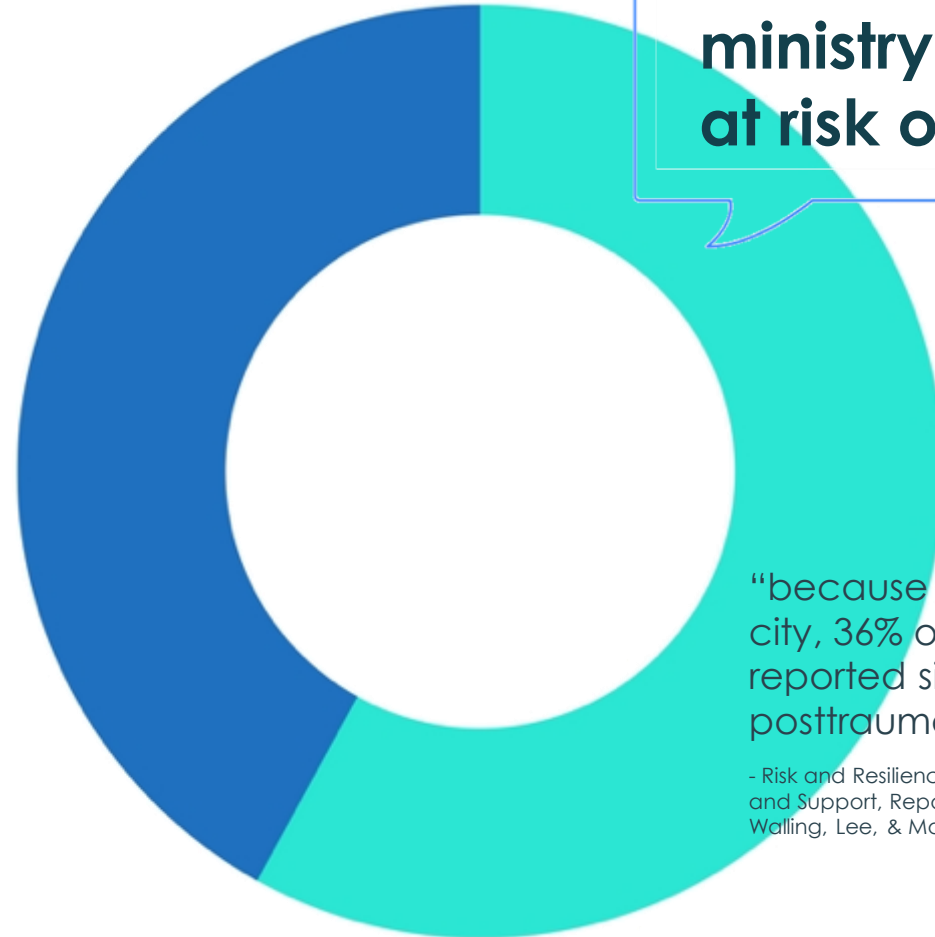


37% indicated that they needed more training in how to relate effectively to the youth they are serving



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

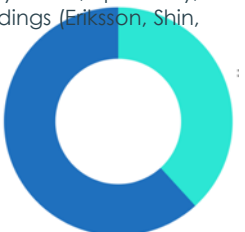
"most everybody we interviewed agreed that the inner city can be a war zone."
- fuller youth institute



"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)



// what does desire street do? //

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

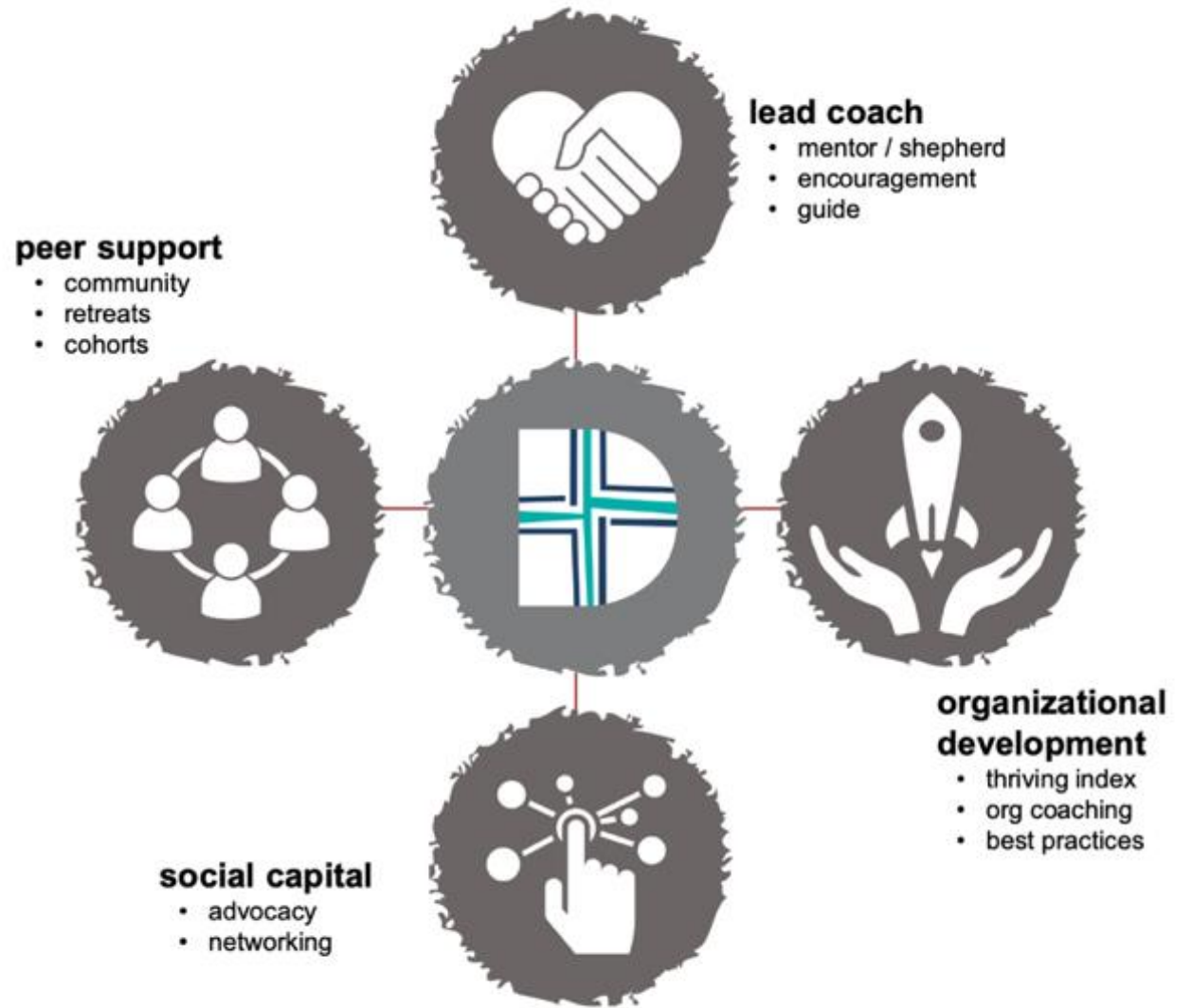




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partner service offerings

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

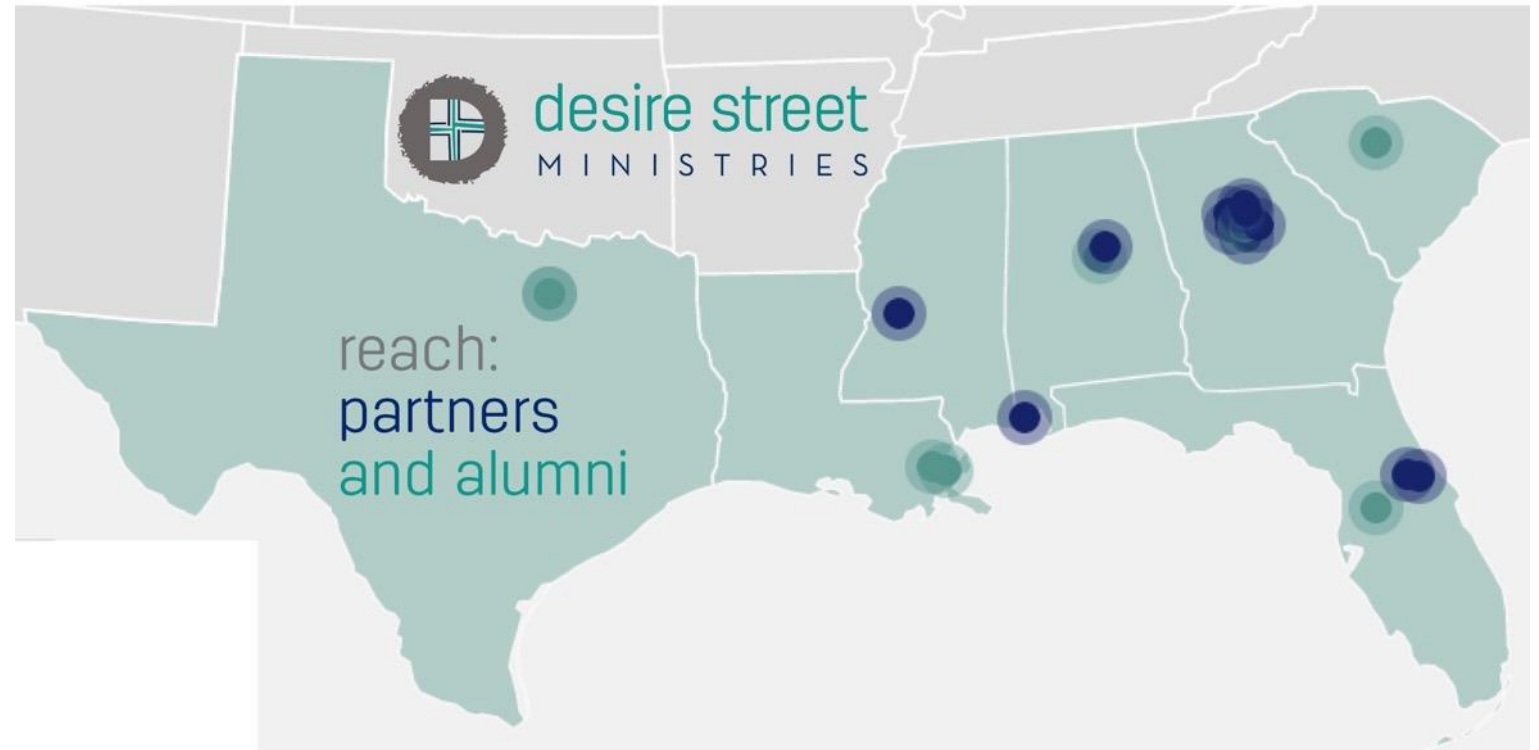




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partner ministries

- ▶ 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

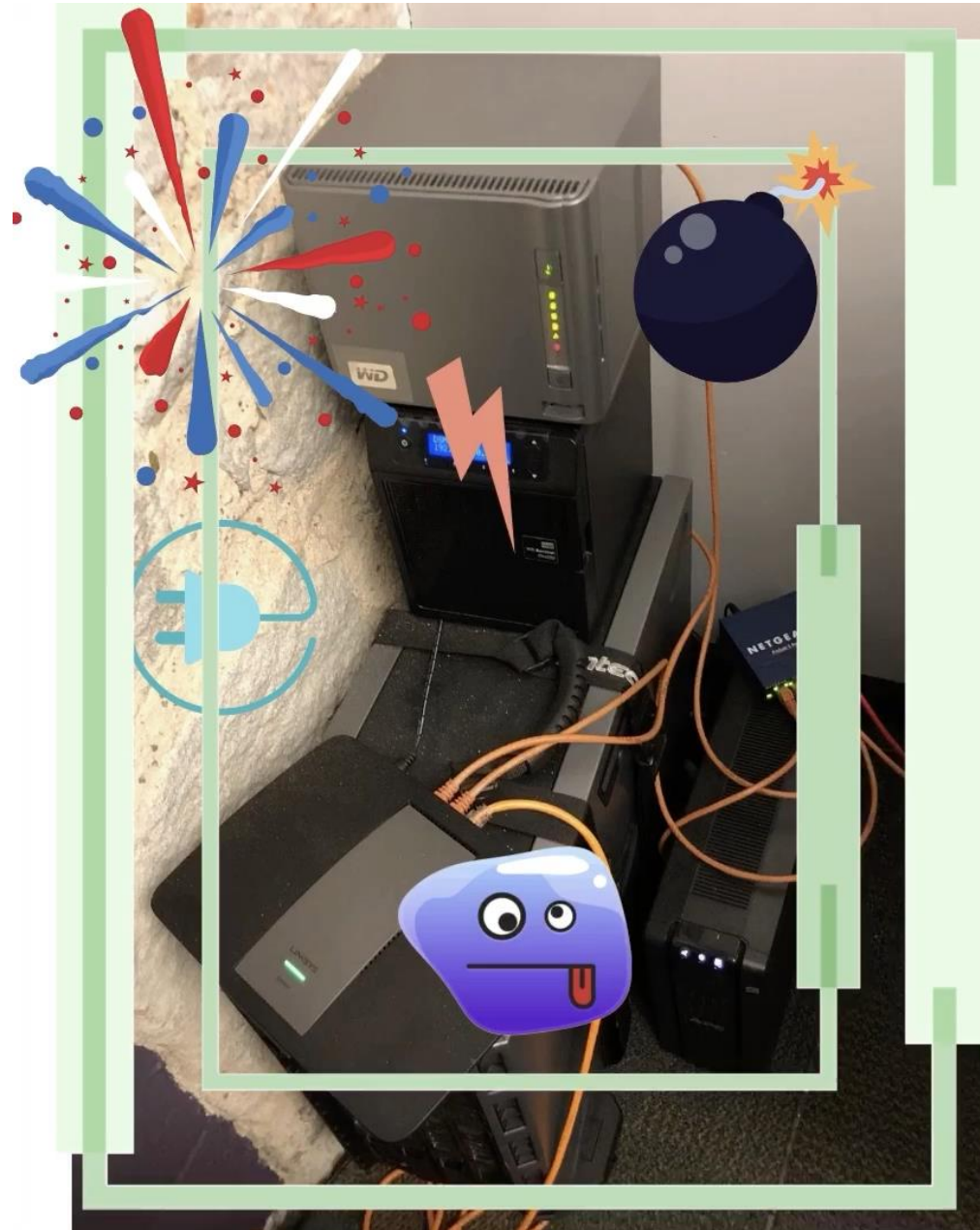
▶ desirestreet.org/get-involved





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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

The screenshot shows the Microsoft Forms application interface. At the top, there is a search bar and a 'Forms' header. Below the header, there is a navigation pane on the left with icons for Home, Create, My Cont..., Outlook, Teams, Word, and Excel. The main content area features a '+ New Form' button, followed by filter tabs for 'Recent', 'Pinned', and 'Shared with me'. A list of forms is displayed below, each with a form icon, name, category, and response count.

Form Name	Category	Responses
Post Site Visit	Coaching Forms	49 responses
Partner Call/ Text Recap	Coaching Forms	200 responses
Pre Site Visit - All Partners	Coaching Forms	43 responses
Post Site Visit Form (2)	DSM Power Automate	0 responses

The screenshot shows the Microsoft Power Automate application interface. At the top, there is a search bar and a 'Power Automate' header. Below the header, there is a navigation pane on the left with icons for Home, Approvals, My flows, Create, Templates, Connectors, Data, Monitor, AI Builder, and Process advisor. The main content area features a '+ New flow' and 'Import' button. Below this, there are tabs for 'Flows', 'Desktop flows', and 'Shared with me'. The 'Flows' tab is active, showing a list of flows with columns for Name, Modified, and Type.

Name	Modified	Type
Form1SubmittedFlow	24 sec ago	Automated
Form2TimeTracker	46 sec ago	Automated
Form2SubmittedFlow	1 yr ago	Automated
Form3Submitted	1 yr ago	Automated

program
automation

microsoft stack:
forms, power
automate,
teams

TestCoachChannel Posts Files Wiki Form 1 Fill | Partner Call/ Te... 1 more +

Partner Call/ Text Recap

Hi, James. When you submit this form, the owner will see your name and email address.

* Required

1. What Partner did you call or text? *

- Justin Bleeker | 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



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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?



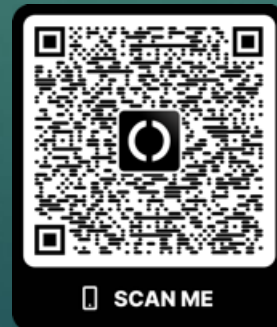
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thank you!

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