

The Constituent Journey:

TRADITIONAL VS. CONNECTED

- No matter your role, you play a key part in creating a more collaborative culture at your organization. Learn the differences between a traditional constituent experience and a 360-degree experience, and get tips to connect your office today.



- Jen is passionate about a cause and wants to show her support, so she engages with a nonprofit.
- She wears different hats in the organization, from donor to board member to social media follower—and everything in between.
- But Jen's experience is often disjointed when each internal team has its own distinct messaging and outreach strategy, leaving her feeling disconnected and disengaged.

TRADITIONAL EXPERIENCE

This figure demonstrates the siloed and segmented nature of the traditional supporter experience. Departments are responsible for separate tasks and do not communicate with each other, creating a disjointed experience for the constituent.



Jen leaves the siloed organization to get involved with a connected, constituent-centered organization.

VS.

- Staff members collaborate and effectively communicate across all departments to ensure that they always give Jen and the rest of their constituents a cohesive experience.
- Jen feels valued and has renewed passion for the cause, creating a lifelong donor/volunteer for the organization.

360-DEGREE EXPERIENCE

This figure demonstrates the 360-degree view of a constituent-centered experience, where tasks encourage cross-departmental collaboration.



- A connected office is a reliable office. Use the tips below to help your organization get started on the road to increased collaboration.

TIPS TO CONNECT YOUR OFFICE

1

Partner with other teams.

Leaders and staff are encouraged to learn and apply this new methodology while communicating with other teams.

2

Become data driven.

This will help you better understand constituents and share data across the organization for more cohesive outreach strategies.

3

Focus on the supporters that make it all possible.

If you put your constituents at the center of your organization's operations, you'll get engaged, lifelong supporters in return.



Want more tips for how to partner with each department at your organization?

Download the full eBook today.

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