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.

**TRADITIONAL EXPERIENCE**

- Jen is passionate about a cause and wants to share her support, so she engages with a nonprofit.
- She sees different faces in the organization, from donor to board member to social media, and everything is disjointed.
- But, Jen's experience is often disjointed when each internal team has a different focus and messaging, making her feel disconnected and disengaged.

**360-DEGREE EXPERIENCE**

- 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 strong volunteer for the organization.
- 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 lean on the new methodology while communicating with other teams.
2. Become data-driven. This will help you better understand constraints and share data across the organization for more cohesive outreach strategies.
3. Focus on the supporters that make it possible. If you get your constituents at the center of your organization's operations, you will be more engaged, yielding supporters that invest.

Want more tips for how to partner with each department at your organization? Download the full eBook today.

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