

CUSTOMER STORY: Life is good® Playmakers

Life is good® Playmakers (LIGP) envisions a world where all children grow up feeling safe, loved, and joyful. LIGP partners with frontline professionals, such as teachers, social workers, and child life specialists, who dedicate their lives to helping children overcome poverty, violence, and illness. These Playmakers use the power of play to build healing, life-changing relationships with the children in their care.



In order to make strategic program decisions, we've got to know our community. Luminate CRM™ has given us the tools we need to track, understand, and engage our growing community, anytime, anywhere.

—Ellen Lempereur Greaves, Lead Playmaker for New England

BUSINESS ISSUE

LIGP experienced tremendous growth in its operations nationwide and was finding it difficult to keep track of its outreach efforts. It needed a more sophisticated solution to effectively manage information about constituents working in over 1,000 organizations. LIGP wanted a system that could track the activities of its growing community, record all levels of support received, and maintain up-to-date contact records with easy access for its program staff across the country.

REASON FOR PARTNERSHIP

By better tracking constituents and understanding their interactions, LIGP hoped to communicate more effectively with the various segments of its vibrant community. The organization chose **Luminate CRM** to tackle the challenges of its growing operations, while maintaining the quality of its personal and professional development programs and enhancing relationships with constituents. Luminate CRM's nonprofit specific functionality combined with its accessible platform gave the organization the confidence that as its own requirements evolved, the solution would be able to meet these needs.

CAPABILITIES GAINED

With **Luminate CRM**, LIGP has more complete information on active and prospective Playmakers. The system's accessibility ensures that all relevant information can be entered directly in a timely way. In addition, LIGP stays nimble now that staff members can access up-to-date information from team members across the country.

LIGP gained a comprehensive organizational view with customized dashboards that provide insight on the state of its community and outreach initiatives. Now, LIGP can make more informed strategic program and messaging decisions, segment its community based on various categories, and provide effective, targeted sub-segmented communications.

MISSION IMPACT

LIGP has grown to over 5,000 Playmakers today with the goal of adding 1,000 more in the next year. **Luminate CRM** has been central to the organization's efforts to continue to effectively communicate with, manage, and track the program activity and certification of Playmakers so it can meet this growing demand without compromising quality.