AQ2

CASE STUDY • RESCUE MISSIONS

Milwaukee Rescue Mission Receipts 120,000 Gifts a Year Within 48 Hours Using AQ2.

Milwaukee Rescue Mission has served Milwaukee's hurting and homeless neighbors since 1893. With AQ2, a gift processing team of three to five handles about 120,000 gifts a year and gets receipts in the mail within 48 hours, even when 2,000 gifts arrive in a day.



120,000	< 48 hrs	500–2,000	30 days
gifts processed a year	from gift received to receipt mailed	gifts a day in the fall	to implement

OVERVIEW

Founded in 1893, Milwaukee Rescue Mission provides everything from hot meals, warm beds and clothing to programs that help hurting and homeless neighbors turn their lives around. Serving the community takes an enormous amount of resources, so keeping costs down and working efficiently is a high priority.

THE CHALLENGE

A gift processing staff of three to five, plus temps in the busy fall season, handles about 120,000 gifts a year. The goal: a receipt in the mail within 48 hours of receiving each gift. That covers opening the mail, batching, scanning and verifying, saving gifts to the donor system, and mailing receipts. The new system also had to be live within 30 days.

- Fall peaks of 500 to 2,000 gifts a day
- A 30-day deadline to replace the previous system
- Constituent and appeal codes checked by hand
- Gifts and deposits handled through separate steps

THE SOLUTION

AQ2 built a phased plan that met the deadline. Phase one went live with batch scanning of donation cards and checks, on-screen verification, data entry only for exceptions, gifts sent electronically to the donor system and the deposit sent electronically to the bank. Phase two added automatic checks of constituents and appeal codes through the Raiser's Edge integration, full-page document scanning, custom reports and a special data extract.

- 12/6/18: 2,148 donations received, receipts in the mail within 72 hours
- 1/10/19: 100 donations received, receipts in the mail the same day, in 6 hours
- Multi-day, one-on-one training during installation, and fast fixes when issues come up

> Milwaukee Rescue Mission has since moved from Raiser's Edge to Virtuous, and AQ2 moved with them.

THE IMPACT

SPEED
Receipts in the mail within 48 hours of receiving each gift.

VOLUME
About 120,000 gifts a year with a team of three to five.

LAUNCH
Live within the 30-day deadline, with more features added after go-live.

ACCURACY
Constituents and appeal codes checked automatically against donor records.

KB

"It's accurate and affordable - allowing us the ability to be good stewards of resources on both fronts."

Kris Brown
Gift Processing Manager, Milwaukee Rescue Mission

WHAT'S NEXT

The quicker a receipt goes out, the quicker the next gift comes in. With AQ2 keeping every gift on a 48-hour track, even in the busiest season, more of each donation goes to the people the mission serves.

Book a demo right now!

Scan to grab a slot with Noel.

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