

# Faith-Based Denomination Embraces Data to Extend Outreach Efforts

Datatelligent



Evangelical  
Lutheran Church  
in America

## AT A GLANCE

### CHALLENGE

The ELCA's team sought to create a unified data platform to help them pursue its engagement and growth goals.

### SOLUTION

Datatelligent built a unified data platform in Snowflake that integrates ELCA's data sources and enables reporting not previously available.

### RESULTS

The ELCA has the ability to empower decision-making using data. Through the use of trends, fundraising pipelines, and engagement reports, the ELCA now has access to timely, accurate information with data integrated into a modern platform.



Faith-based Nonprofit



[www.elca.org](http://www.elca.org)



Chicago, IL

## CHALLENGE

The Evangelical Lutheran Church in America (ELCA) is one of the largest Christian denominations in the US, with nearly 3.3 million members in more than 8,900 worshipping communities across the 50 states and in the Caribbean region. In order to adapt to the changing world, the ELCA created a new strategy to better serve its current leadership and constituents, as well as grow its future membership by providing the ecology with the data needed to do so.

Like other faith communities, the ELCA was at a crossroads. Membership was not growing as robustly as desired, especially amongst younger, more diverse constituents. Current and prospective members struggled to find real-time information to enhance their experience. Denomination leadership knew it was time to develop a new strategy to bring ELCA into the future, better serve its constituents, and provide staff with the tools needed to do so.

The new strategic plan detailed a need to become a more data-driven organization: to make data analytics core to daily activities and to observe connections between constituents and their engagements.

The ELCA needed to package its data into an interactive, real-time reporting system that would provide self-service access and better support the organization's mission. And because data was continually being updated, dashboards needed to be efficiently integrated with the back-end CRM. Additionally, the ELCA team did not have the available bandwidth to integrate disparate data streams into one system. The ELCA needed assistance to streamline and automate what had been manual processes, as well as build web-based, interactive dashboards to track congregation trends and fundraising efforts.

They needed expertise, scalability, and a trusted partner. The ELCA needed Datatelligent.



## SOLUTIONS



Datatelligent’s Data Analytics as a Service (DAaaS) model provided the perfect fit for the ELCA’s needs. Datatelligent’s highly experienced team worked quickly to migrate the ELCA’s disparate data sets into one *Unified Data Platform* utilizing Snowflake. Next, the teams collaboratively build and review solutions essential for the ELCA to succeed in improving engagement with its synods, congregations, and the community.

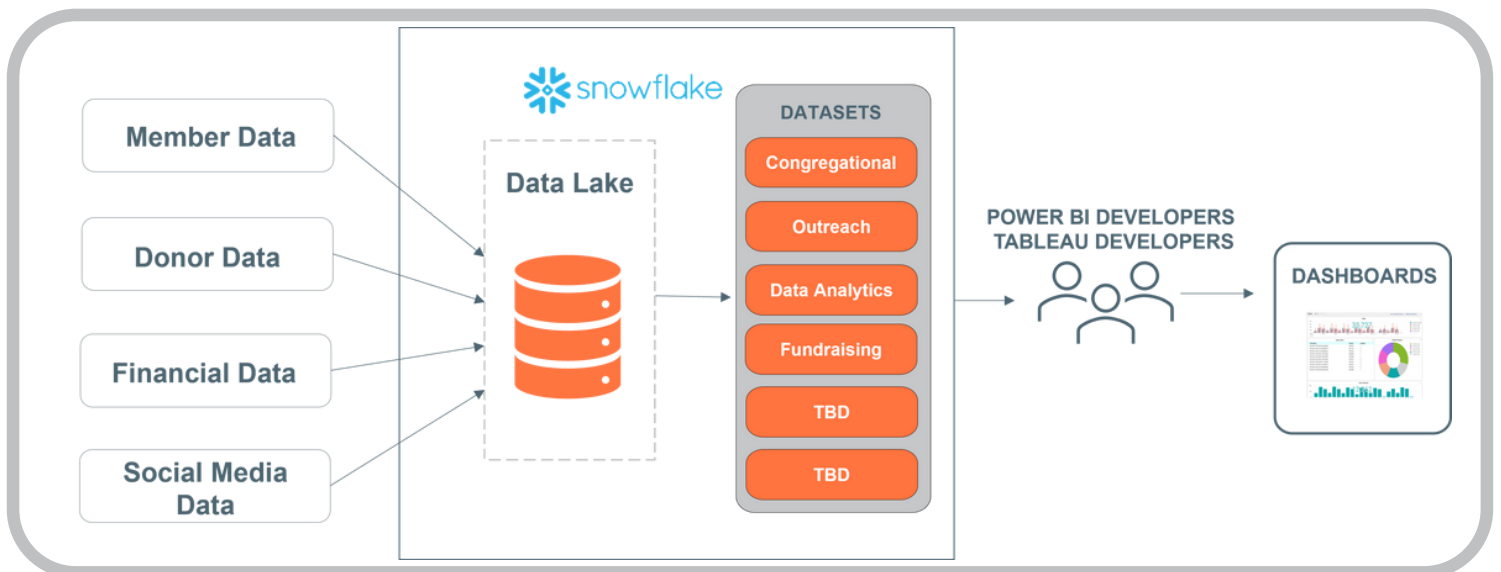
- **Congregation Trend Report:** This report aggregates information provided by ELCA congregations for both internal and external uses. Congregation leadership regularly report statistics about membership, attendance, giving, and characteristics about ministries offered.
- **Fundraising Pipeline Report:** For this report, Datatelligent transitioned what had been a manual, time-intensive process for data management by creating an easy-to-use, real-time report. Staff now has the ability to see fundraising data created and maintained in three distinct software in an organized, highly visual integrated dashboard.

*“Every day, we strive to improve how we serve our constituents and to welcome new faces. Working with Datatelligent has given us the foundational tools to better produce usable information.”*

**Jon Beyer**  
Executive, Information  
Technology & Digital  
Solutions  
Evangelical Lutheran Church  
in America

The *Unified Data Platform* accelerates the development of analytic solutions used to meet the denominations’s goal of engaging with new and diverse people in communities throughout America. The Datatelligent team continues to work collaboratively with the ELCA staff to fine-tune the solutions, adjusting, as needed, to ensure the ELCA's needs are met throughout development and into the future.

The ELCA's  
Unified Data Platform



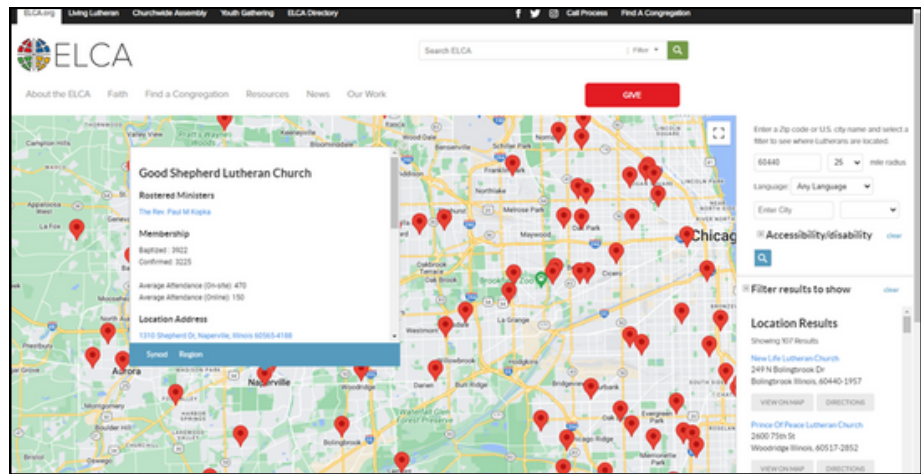
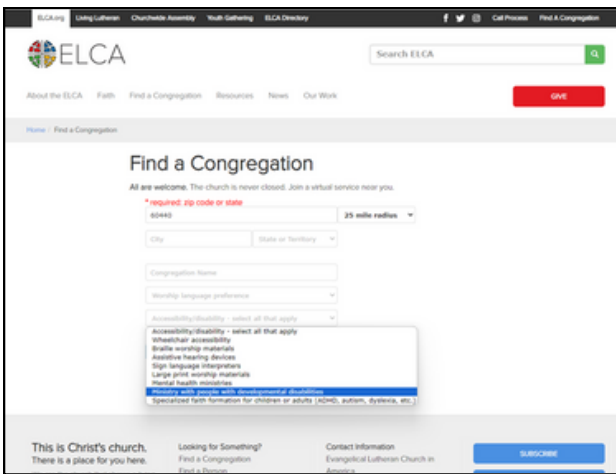


## RESULTS



By establishing a *Unified Data Platform*, the ELCA has the critical foundation needed to become a more data-driven organization, including timely access to accurate data that integrates information flowing in from throughout the organization.

Through the launch of the Congregation Trend Report, constituents and potential members can more easily search the ELCA’s website for information to help identify fit. Whether selecting a language preference, accessibility access, congregation size or location, the “Find a Congregation” tool supplies real-time information that's desktop, mobile and tablet-friendly. Moreover, the data that feeds the Congregation Trend Report also illustrates the growth in online attendance in church concurrent with the observed stagnation in membership in certain regions. The shifting constituent behaviors help inform outreach strategies.



*Find a Congregation*

The *Fundraising Pipeline Report* provides greater visibility, where staff can access information according to donor name, type, or campaign. Staff can generate high-level reports or drill down to specific data points concerning outreach efforts and individual fundraisers’ goals. They also have immediate access to current and potential donor information and can more easily identify opportunities, determine donor trends, and report back to ELCA leadership.

Integrating data from multiple sources also helps to develop a more robust understanding of the constituent journey, from awareness to membership and overall engagements.

Datatelligent has become an integral partner in the ELCA’s data maturity efforts. The ELCA is on the road to becoming a more data-driven organization, and Datatelligent is an extension of the data team—a true data analytics maturity partner.



### ABOUT DATATELLIGENT

Datatelligent enables the use of data to make our communities better. Our unique approach, Data Analytics as a Service (DAaaS), helps remove barriers for organizations to make data-driven decisions.



Datatelligent.ai



ruleyourdata@datatelligent.ai



535 Duane Street  
Glen Ellyn, IL 60137