CASE STUDY

ALDE

ALDE
Spark Generosity for Mission

BOXWOOD
CAREER SOLUTIONS
A NAYLOR COMPANY

ALDE

JON NELSON
Associate Director

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CHALLENGES FACED BY ALDE

Founded in 1979, ALDE is an international community of fundraising and communication professionals rooted in the Lutheran tradition of the Christian faith that aims to inspire, educate and mentor the Christian fundraising community. ALDE provides a diverse range of communication vehicles to encourage professional excellence through sharing of best practices and the latest information on a wide array of topics, including professional development for fundraising executives.

Prior to launching Boxwood GO, ALDE had an in-house job board that was both difficult to administer and expensive to maintain. Additionally, they were paying for support, yet their vendor was completely unresponsive when members had issues posting jobs to the site. ALDE sought a more cost-effective solution that would be easy to use, but also wanted to ensure support would be available when they and their members had questions or issues.

HOW NAYLOR'S BOXWOOD GO SOLUTION HELPED

After experiencing non-responsive customer service from their prior vendor, ALDE began to look for a new job board solution. They requested a demonstration of Boxwood GO and really liked the simplicity of the platform and were especially impressed by Boxwood's responsiveness to questions.

ALDE's Associate Director, Jon Nelson, recalls, "I just liked how things looked and that it was simple. Our past two job boards were extremely complex and offered all kinds of choices for customization, but it was 'paralysis through customization'. Of course, I also liked the low cost of Boxwood GO."

When asked about administering the job board, Nelson comments, "I think it took me less than 15 minutes to set the job board up."

ALDE implemented Boxwood GO's job board platform and are very pleased with the results thus far:

■ Since Boxwood GO costs less than their prior solution, ALDE is able to pass along that cost savings to their members. They now charge less per job post and are getting more postings.

■ ALDE has experienced an 80.5% revenue increase compared with the first 3 months of the previous fiscal year.

■ Boxwood GO is easy to use, which has freed up ALDE's staff to focus on its mission versus troubleshooting issues.

RESULTS

ALDE's job board is now the second most trafficked page on its website after the "About Us" tab. In just the first 3 months of its fiscal year, ALDE has seen an 80.5% revenue increase compared with the first 3 months of the previous fiscal year.

"Boxwood GO is simple for our customers to use. They can get their posts done quickly and without frustration, which means I don't have to spend a lot of time providing support and can focus my efforts elsewhere. I like how Boxwood was responsive to comments and the needs of their customers and I like that when I have a question, I can get prompt and personal help and I'm not sent to some discussion board or user community where it's very hard and time consuming to find answers. I should also mention that one of the things I really appreciated was that since we were early adopters, I requested a change to the platform. Boxwood actually took my suggestion into account and made that change to their offering. That was really cool."

When asked if he had any advice for other associations who might be considering Boxwood GO, Nelson says, "At first I thought I might miss all of the bells and whistles of a larger platform, but Boxwood GO has been great. It costs less and it's made things much easier. It's even cut down on my workload. Don't be afraid to try out a more stripped down job board because you might not know what you don't need."