A dynamic, proven solution

Customer Relationship Management (CRM) software solutions transform the way people work. Workforces across the world rely on CRM solutions for efficient and secure data management. They centralize data and surface insights about reach and impact.

Background

ArtsWA does not have a formal CRM solution. As a result, the agency has no centralized location for constituent data that is accessible by staff members across teams. Each team manages the data they collect in a specific way. This is a cumbersome method of data collection and management.

In FY22, the Washington Legislature approved funding for a CRM feasibility study. This study estimated that a CRM could cut labor costs at ArtsWA by approximately 50%—nearly $375,000 per year. With this increased capacity, the organization can grow with technology instead of labor costs.

What does this fund?

ArtsWA will use these monies to acquire software licenses—the core product of the CRM—and consulting support. Funding will allow ArtsWA to:

- **Hire a Systems Implementer** to configure and deploy a CRM solution.
- **Purchase 35 licenses** to cover employees, administrators, and the system implementation team
- **Create and implement** a project management plan
- **Prepare the agency to transition** through activities detailed in the Readiness Assessment

The Washington Legislature has already invested significant funding toward a CRM solution through the FY22 feasibility study. This request is the next logical—and critical—step toward a more efficient and impactful ArtsWA.

This request aims to increase the efficiency, security, and impact of ArtsWA’s data management with a CRM solution.

**Operating Budget Request**

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