

GGNZ Project Kaleidoscope, “Building Capacity for a Sustainable Future”

What is Project Kaleidoscope?

Project Kaleidoscope (‘Project K’) is in essence an organizational wide plan to future-proof and reposition GirlGuiding NZ as the leading organisation for girls and young women in Aotearoa New Zealand. It has several elements to it including a brand refresh and improved technology and systems to support growth and long-term financial sustainability.

A big part of Project K is transitioning our CRM, OGM to a new, more robust, and scalable platform, Salesforce. This new system will allow us to grow and expand while creating better experiences for our valued members and volunteers which are the heart of our organisation.

Over 2024 a key goal of Project K is to implement transformative technology for the organization, enabling new ways of working and positioning us with the capability and capacity to serve at least 40,000 members annually within the next decade.

Why the technology change?

Regular feedback from OGM users (staff and volunteers) indicates our existing system requires too many time-consuming workarounds to execute administrative tasks, and this leads to significant user frustration. Further challenges include the inconsistency and limitations of reporting functions, lack of integration with other systems, and the need for labour intensive data manipulation and analysis which introduce the risk of human error. It is clear that our ongoing growth and success are limited by the current technology platforms, primarily due to an overload of manual processes and the limitations of the system.

We recently engaged in discovery work to define a bespoke future-oriented, fit-for-purpose, scalable system. Through this, we identified the need for an integrated platform approach to improve processes, enhance data structure, and ensure data visibility for key business decision-making. After much research, Salesforce was identified as the best option for our needs.

Our organization is committed to ensuring that people are the basis of how we operate, with our members at the core of the model itself, therefore we know we need to change the way we operate to be effective, and sustainable, both now and into the future.

What would it mean if we didn’t change?

Streamlining administration and improving the user experience is crucial for achieving immediate and long-term goals. Without effective and efficient ways of working, we risk compromising the organization's ability to deliver quality experiences to girls, parents, volunteers, and staff, and we undermine our ability to grow – which is critical to our long-term sustainability.

Ultimately, without better systems, we risk declining volunteer engagement, membership and damage to our programme and reputation.

When is this change expected to happen?

GGNZ Board and National Support Team have selected their preferred CRM solution, Salesforce and has already started the basic configuration of 'The Engine Room' in Phase 1 of the project.

Phase 1 focuses on a lot of platform set up across Onboarding, Engine Room and OGM integration, including:

- A new onboarding flow
- Basic Experience Cloud site setup
- Linking the existing site to experience Cloud site
- Unit, Event, Badge & Awards, Resource, User foundations
- And, creating new members directly in Salesforce with integration between OGM and Salesforce in the interim as the rest of Salesforce is designed and built.

None of these changes will impact the user experience of members, volunteers, parents, or girls at this stage. Phase 1 is expected to go live in early December and new members (primarily parents) will see a refreshed registration page when they go to register a new member on our website.

Phase 2 of Project K, starting in mid-January 2024, will expand on the initial configurations. It includes enhancements to the engine room such as a dedicated Volunteer Portal and Member Portal. These will integrate with new member onboarding flows, an online payment gateway, automated communications, and badge approval and validation automation.

Phase 2 is expected to go live mid-2024.

Who will the change impact?

Phase 1 of Project K, configuring the 'Engine Room' of Salesforce, is expected to have minimal impact on GGNZ stakeholders, featuring an intuitive user experience with clear prompts for data entry. Targeted and linked-up backend data will be the first step to improved and streamlined reporting.

Phase 2 of Project K will extend the functional capabilities from Phase 1, impacting all users including volunteers' and all national support team areas.

Next steps

You can expect to start hearing more about Project K through communications and casual engagements. We have partnered with Datacom to technically deliver our Salesforce platform as well as provide a plan to manage these exciting changes coming to our stakeholders.

As progress is made within the project, you will be guided through this transformational journey with helpful information. In the meantime, we have set up a convenient email address, projectk@ggnz.org.nz so you can provide valuable feedback or simply submit your inquiry at your own convenience, and we will do our best to respond promptly.