

Cultivating Buy-in for Organizational Investment in Apricot or ETO Consultation Support

How to make the case to
invest in valuable technology

In three simple steps...



Introduction

Technology is a critical driver of organizational effectiveness and efficiency. However, budget constraints, staff training, data reliability, and the need to justify investments to the board can turn technology management from an opportunity into a hurdle.

Apricot and ETO are powerful tools designed to streamline your case management processes, but their sophistication can create complexity that, if not properly managed, can lead to bottlenecks and inefficiencies. This is where the **value of properly configured technology** comes into play.

This document aims to provide you with persuasive arguments and concrete data, highlighting the necessity and benefits of investing in technology, including professional consulting services which ensure quality implementations. Armed with this information, you'll be better **equipped to communicate these benefits effectively to your board**, turning potential challenges into opportunities for growth and efficiency, and make a good case for hiring consultants to help with your Apricot or ETO.

How to make the case to invest in valuable technology

In three simple steps...

- **Step 1:** Understand and be able to explain the importance of effective software and its management
- **Step 2:** Consider the potential issues and offer solutions
- **Step 3:** Outline the benefits for you and your organization

On average,
organizations **waste**
37%
of their **software spend**...¹

...the cost of which amounts to
\$30Bn
annually...¹

...or an equivalent of
\$259
average waste per user¹

Step 1: Understand and explain the importance of effective software and software management

Apricot and ETO are sophisticated software systems specifically designed to streamline nonprofit case management, enhancing efficiency, accuracy, and overall productivity.

However, like any powerful tool, these systems come with their own challenges. Their complexity and multi-faceted nature necessitate specialized knowledge and expertise for effective and efficient utilization.



Make sure to highlight these points when making your case to your leadership team:



Complexity

Both of these systems have multiple layers and functionalities, requiring a deep understanding to navigate effectively.

The Center uses the phrase helping survivors move from surviving to thriving and Treadwell did just that for myself and our advocates with this project. They helped us make things effective and efficient in our systems - we have moved from surviving to thriving in our new system and could not be more grateful!

Meghan Castello, Director of Victim Services at Family Justice Center of St. Joseph County



Training

Without adequate staff training, these systems won't be used efficiently, leading to wasted time and resources.

Treadwell was able to field all our Apricot questions, concerns, and reporting needs. I'm not sure what we would have done without them!

Megan Meck, Program Coordinator at Maryland Center for Developmental Disabilities



Risk

Improper management of the systems can lead to inaccurate data as well as to missed grant opportunities, which could detract from your organization's mission.

Without Treadwell, we'd have been unable to evaluate whether we were moving the needle in crucial areas through our interventions. We were able to use Treadwell's reporting as the basis for successful grant applications and thus able to continue making a difference in our client's lives.

Kellie Childs, Ypsilanti Meals on Wheels

Step 2: Consider the potential issues and offer solutions

Your leadership team may have reservations about consulting services due to perceived high costs, budgeting constraints, and the belief that staff can manage these systems independently.

These concerns are common but often stem from misconceptions about the complexity of Apricot and ETO systems as well as the long-term financial implications of ineffective management. It's essential to address these concerns head-on.

Cost

Highlight potential increasing financial costs due to mismanaged software utilization. Emphasize consulting services are an investment that can lead to substantial long-term savings.

Average waste of
\$259
per user per year ¹

40%

decrease in cost of creating or expanding programs ²



Budgeting

Demonstrate that a failure to budget for consulting services could lead to greater costs down the line due to inefficiencies and mistakes.

Return on investment

Share success stories from other nonprofits who have benefited from consulting services to demonstrate the potential ROI.



Potential payback in
2.2
months ²

75%

reduction in time spent on reporting ²

Time

Emphasize how an investment in software can return staff time in addition to cost savings. While it may seem like no one has time to take on a project now, good technology should help improve efficiency, allowing your staff to focus on the mission.

Step 3: Outline the benefits for you and your organization

Investing in consulting services not only ensures you save money and time in the long run by avoiding costly mistakes and inefficiencies, it maximizes staff efficiency and helps you get the most out of your software investment. More importantly, you can obtain accurate data that supports your nonprofit's mission and narrative. Showcase to your board that investing in consulting services pays dividends in several ways:

Potential savings of up to

\$80k⁺
through time saved ²

Long-term savings

Consulting services help avoid costly mistakes and inefficiencies that could amount to significant financial losses over time.

Increased staff efficiency

With the right training and support, your team can use Apricot and ETO efficiently, which frees them up to focus on other essential tasks.

75%
reduction in time
spent on reporting ²

Potential ROI of up to

457%
in one year ²

Maximized ROI

Consultants' advice allows you to extract every ounce of value from your software investment.

Accurate data

Consultants help ensure your data is accurate and reliable, supporting your nonprofit's mission and helping you tell a compelling story.

Potential savings of up to

\$8,000
on data integrity ²

In today's digital landscape, **effective software management is not a luxury - it's a necessity.** By investing in Treadwell's consulting services, your organization can save resources, enhance efficiency, and better fulfill its mission.

Why Treadwell?

- We **exclusively** provide services to users of **Apricot and ETO**, meaning you work with experts who spend all of their time thinking about how to maximize their value.
- We are the only **Bonterra Platinum Certified Service Partner** for both systems Apricot and ETO
- We have **decades of experience** at the intersection of nonprofits and technology
- We **exist to serve nonprofits and our communities**, and we will always place our clients' needs above our own desires or any third parties' interests.

Services tailored to your organization

Treadwell specializes in developing advanced, creative workflow and reporting structures to leverage the power of Apricot & ETO. Some of our services include:



Admin & user training

Training customized to your needs.



Reporting

Meaningful reports that speak to funders.



Workflows

A system that works for you and saves time.

Choose the right fit for your organization

Hour-based services

Tap into our expertise on demand. With our hour-based services you will have access to our experienced consultants for specific tasks, training, or troubleshooting as needed.

Project-based services

Solve software challenges with a structured approach. Our project-based services provide a clear roadmap to meet your software goals efficiently, on time, and within budget.

Managed services

Rest easy knowing your system is monitored by a Treadwell consultant. Get personalized system usage reports, one-on-one consultation, and quick-turnaround support.

Sources

1 A 1E Report. The Real Cost of Unused Software

2 Bonterra Research Report. Driving ROI: Case Management for the Public Sector



TREADWELL

Better data. Greater impact.

Reach out for a further discussion or
consultation, and together, we can
maximize your impact.