

Russ Reid – Public Relations and Direct Response Fundraising



Russ Reid Company offers public relations and direct response fundraising services to not-for-profits. The firm has helped organizations such as Habitat for Humanity, Mothers Against Drunk Driving, and St. Jude's Children's Research Hospital, procuring donors and government funding for them and providing marketing services to them. Other services include federal government relations and lobbying and database management and analysis. A unit of advertising powerhouse Omnicom Group, the company was founded in 1964.

Business Situation

Russ Reid implemented a new approach to fundraising by leveraging an innovative new company called Mobile Giving Foundation. The Mobile Giving Foundation brings the power and reach of mobile phones to nonprofit organizations as a new fundraising and donor interaction mechanism. Through the Mobile Giving Foundation, non profits can leverage the ubiquity of mobile without the complexity, expand and cultivate a new base of givers and create permissive donor interaction.



Technical Situation

Russ Reid needed to collect all the transactional data for each public relation campaign and the related data. The Mobile Giving Foundation (MGF) offers an interface (API) that can be accessed so that their data can be retrieved. Russ Reid required a professional consulting company to help them with this project.

Solution

PDSA, Inc. was engaged to provide design, architecture and development services to retrieve data from the MGF/API and populate a Russ Reid database. The database can then be used to monitor usage and drive invoicing. PDSA developed a Windows Service with a controller module to automatically retrieve all the appropriate data from the API, and monitor errors and send alerts.

Benefits

Because of the current workload in Russ Reid's IT department, they were able to leverage PDSA's outsourcing services to quickly engage and deliver the solution: on time and on budget. PDSA also provided the necessary knowledge transfer to their software engineers so that they could continue to support the application.

Products and Services Leveraged

- PDSA Agile ALM©
- PDSA .NET Productivity Framework©
- Visual Studio 2008 / C#
- SQL 2005
- Windows Server 2003

For information on how PDSA can help your business grow, call (888) 899-PDSA (7372) or email us for more information at Info@pdsa.com.