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**DEVELOPERS’
CONFERENCE**
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The Times, They Are A Changing - Evolution of the DBA Role

HOT TOPIC MEDLEY TRACK

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Session Host: Heather McLean



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- Providing direct support to answer questions regarding Customization specifications, features, intended usage, and Error correction and troubleshooting processes to Your Non-Authorized Users

Hello! I'm Jessie Salpeter

Pronouns: She/Her/Hers

HOMETOWN: BETHESDA, MD

AT NPF: 4 YEARS

- Started career in acknowledgements, database administration and gift processing, moved into operations.
- Know this much 🙌 SQL, HTML, zero other coding languages
- Strive to make things smarter, faster and efficient
- Travel fanatic
- Obsessed with my fur babies



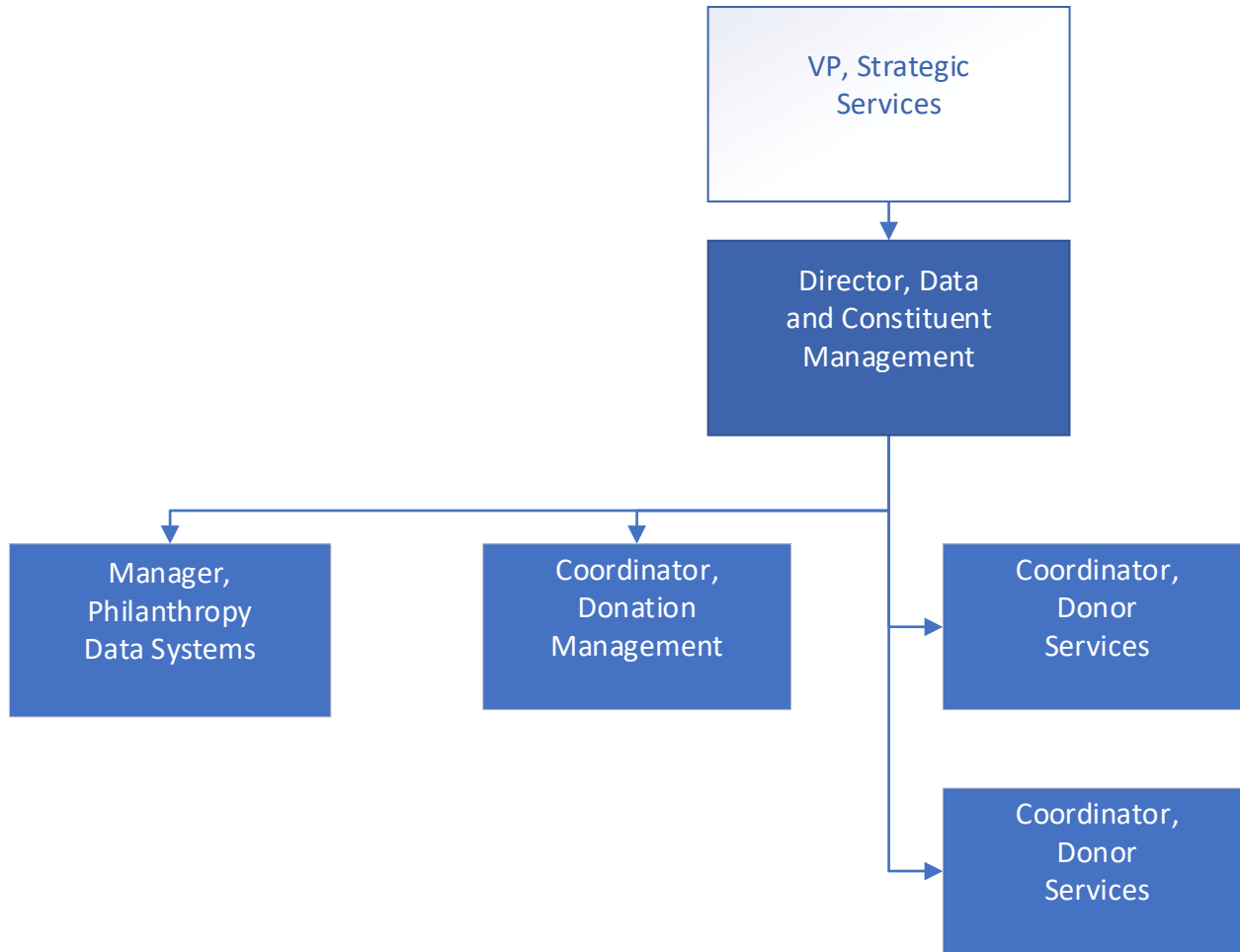
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National Park Foundation

- Official nonprofit partner of National Park Service
- Based in Washington DC
- Established 1967
- Number of Employees: ~100
- Current Annual Budget: ~\$100M



My Team





Back in the day . . .

- NPF started comprehensive campaign to raise money for the National Parks in 2014.
- Aim was to raise \$500M in 5 years (which we surpassed).
- Grew substantially, from \$20M/year to nearly \$100M/year, and tripled in staff size
- At end of campaign, we were still functioning as mom and pop shop
- So many manual processes!
- Systems didn't talk to each other
- Needed to upgrade backend operations out of necessity
- NPF finished comprehensive campaign in 2018



We finished! Now what?

- Migrated to NXT/Azure
- Data architecture restructuring
- Integrations between systems
- Full evaluation of how our small but mighty team defines our work and how our time is spent

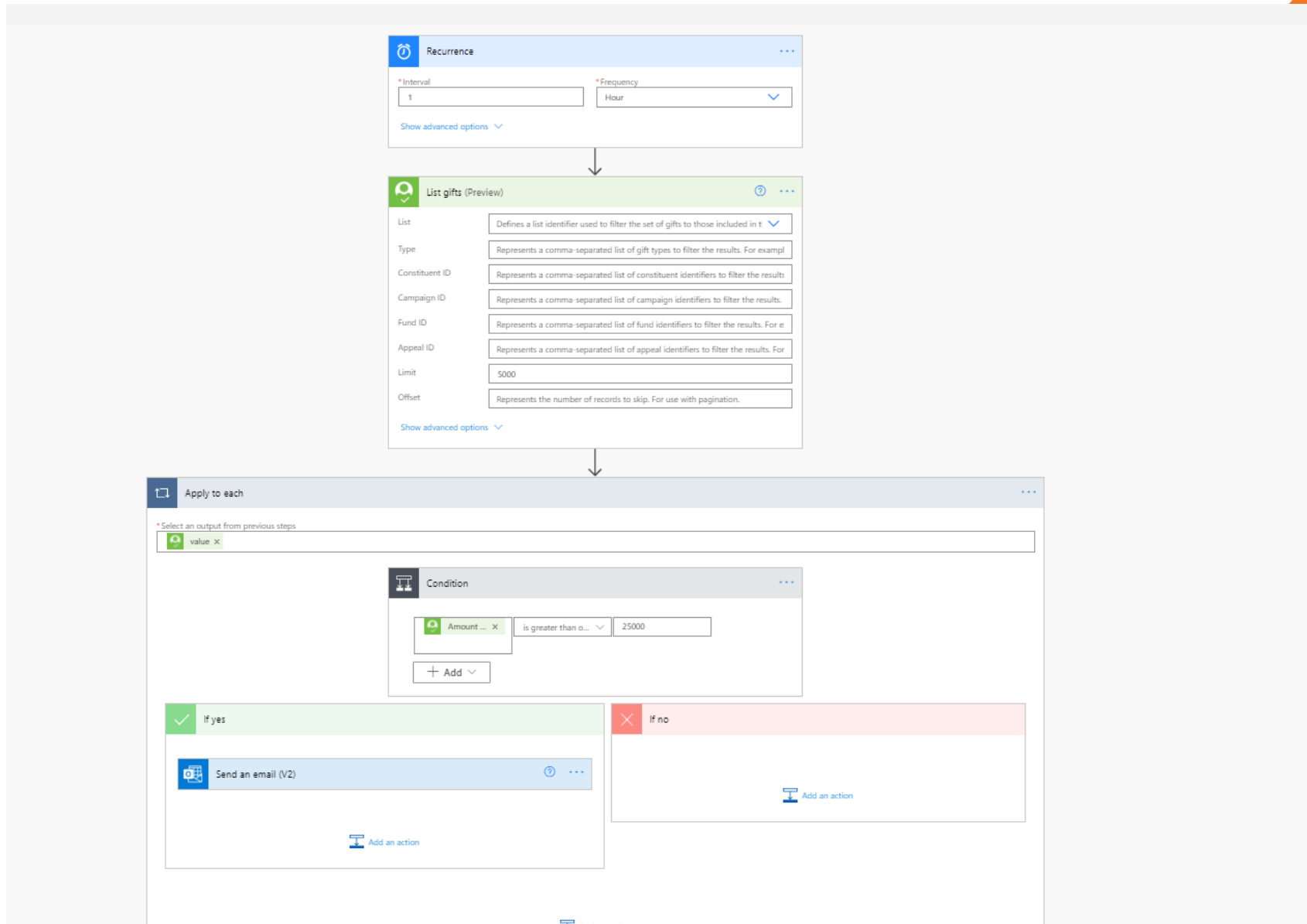
How Power Platform Saved Us Time

The screenshot displays a Power Automate flow configuration with the following components:

- Trigger:** "When a new email arrives in a shared mailbox (V2)".
 - Original Mailbox Address: ask-npf@nationalparks.org
 - Folder: Inbox
- Condition:** "Condition" (And)
 - Group 1 (Or):
 - Subject x contains Remove
 - Subject x contains remov
 - Subject x contains Discontinue
 - Subject x contains discontinue
 - Subject x contains delete
 - Subject x contains Delete
 - Group 2 (Or):
 - Subject x contains Mail
 - Subject x contains mail
 - Subject x contains postal
 - Subject x contains Postal
 - Subject x contains me
- Action:** "Search for a constituent (Preview)" (if yes path)
 - Condition 2 (if no path)



How Power Platform Saved Us Time



Power BI Works Too!

Display Related Constituent Actions

Org Contact	Date	Category	type	Summary	Go!
Tess McTest	1/4/2021	Phone call	Mass Cultivation	Happy 2021!	Go!
John Q. Testerosa, V	12/10/2020	Meeting	Program Update	Update on Women in Parks initiative in GNP	Go!
Eric Hu	8/25/2020	Email	Personalized Communication	Thanked Eric for his gift, check arrived	Go!
Robert S. Rivkin	8/21/2020	Email	Invitation	JLR invitation to Pullman groundbreaking event	Go!
Janet M. Watt	8/17/2020	Mailing	Program Update	SAMO Youth 2019 & Continuum of Engagement Stewardship Report	Go!

Filters



Looking Ahead

Goal – work smarter and faster, reduce dependency on manual processes while improving data quality.

- Focus on the larger ideas, take 50,000 foot looks at all processes and connect dots across units whenever we can.
- Spend less time on “Excel gymnastics”, focus more on policies and procedures, timely gift entry, and answering donor inquiries.
- More thinking “wouldn’t it be great if... “ and how technology can get us there.
- Sustainer enhancements
- Donor Intake Form

Lessons Learned

Need to haves:

- Good data foundation and data architecture
- Clear sense of what you're trying to solve now, and what you will need to solve in the future
- Get addresses for as many records as possible
- Use the merge tools available.
- Don't be afraid to try new things, test new strategies
- Utilize partners and their knowledge.
- Think about goals and time savings for automatic processes.
- If possible, get a test database to try new and different things out



Thank You!

- Want my Flows? Go to [Blackbaud Community Power Platform Showcase](#) to download the flows I shared today.
- Connect with me on Blackbaud Community!
- Connect through LinkedIn: [linkedin.com/in/jessiesalpeter](https://www.linkedin.com/in/jessiesalpeter)



#bbdevdays

Thank you!