



## How Vancouver Metropolitan Orchestra saves 100+ hours per year with Keela



## CAUSE AREA

Arts

## CONTACT GROWTH

Added an average of 200 contacts per week

*Keela helped Vancouver Metropolitan Orchestra save over **160 hours** of staff and volunteer time in one year.*



## Growing, and growing well

The Vancouver Metropolitan Orchestra (VMO) is on a mission to develop a diverse and successful group of alumni through the love of music. Through mentorship and inspiration, VMO creates opportunities for young artists to make their mark, and follow their dreams.

The Vancouver Metropolitan Orchestra is a nonprofit society founded by Maestro Kenneth Hsieh. Since its inception in 2003, the Vancouver Metropolitan Orchestra has been dedicated to providing superior orchestral mentorship for talented music graduates, helping them move from student to professional.

They've also been growing.



## Keela was the right fit for VMO's nonprofit work

What started out as a small project, has transformed into a portfolio of musicians, concerts, donors and complex relationships. As their programs expanded, so did their impact – but they could only do so much on their own.

“We aren’t a Mom and Pop shop anymore,” said Steve Coombe, vice president of VMO’s board of directors. “But behind the scenes, we were still running like one”

Steve had some experience with CRM software before, and initially brought a business CRM to the team. But they quickly realized that it wasn’t a great fit for nonprofits, and how they worked.

“The solution was clunky and created so many redundancies,” said Steve. “Managing that database was a nightmare and turned into another job.”

**Keela is purpose-built for nonprofits**, created by those who understand the sector. So it helped to eliminate workflow redundancies and get to the heart of what VMO wanted to do.

When Steve came across Keela, he saw the value right away. **“As soon as I jumped on a demo, it was a no brainer to switch to Keela.”**

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But behind the scenes, we were still running like one.”*

**Steve Coombe**

Vice President, Board of Directors  
Vancouver Metropolitan Orchestra





## Convincing the Board

Steve's Board wasn't sure about purchasing an all-in-one solution. Steve believed Keela was a strong fit so he offered a solution to the board: "Let's use Keela to **help us raise the money** that we'd spend on it monthly. **It'll pay for itself.**"

The board agreed, and within a few weeks, the team fell in love with the platform. They just needed to try it.

Steve's efforts were worth it. The team got plugged into Keela, and now VMO is thriving, growing and continuing to increase their impact in Vancouver's art scene. "And as a plus - we were able to raise the money that we eventually spent on it!"

One of the biggest impacts was felt in the time saved. "Before Keela, a team of five of us would spend over five hours after each event, reconciling donations and contact records. That's over 25 hours of volunteer and staff time," Steve reflected. "After Keela, we have this process down to one hour, **saving us about 20 hours per event!** And with eight events this year, we saved around 160 hours."

VMO no longer has to struggle with fitting a square peg into a round hole. With Keela, they have a solution that fits perfectly.



## Looking ahead

Vancouver Metropolitan Orchestra has its eyes on growing its impact and influence. This extends to reaching artists and music lovers, alike. Over the next few years, they hope to create a diverse, successful group of alumni – a group of talented musicians with roots to the programs found at VMO. But this is hard work and will require VMO to work smarter and much more efficiently.

This includes plans to streamline their accounting processes by plugging into Keela's **QuickBooks Online integration**, and improving their data capture at events and concerts by using Keela's **Eventbrite** integration. This will optimize the way VMO works, especially as their lists continue to grow.

With Keela, they have the solution that will scale with them, empowering their work every step of the way.

*Keela can help your nonprofit grow, too.*

[Book a Demo](#)