

# LEAN DIGITAL TRANSFORMATION MODEL

## 2022 CASE STUDY: JEWISH WOMEN INTERNATIONAL (JWI)

### ABOUT JWI

Jewish Women International (JWI) is the leading Jewish organization championing women and girls – of every race, culture, ability, gender identity, and sexual orientation – by protecting their rights and safety, strengthening access to long-term economic security, and lifting and mentoring women leaders. JWI works to eliminate gender-based violence through advocacy work, prevention and training programs, and providing services to survivors, in addition to delivering empowering financial literacy workshops and creating supportive communities of women.

### LEAN DIGITAL TRANSFORMATION MODEL

The Senser Foundation selected JWI for the 2022 grant cycle. Philtech conducted a thorough assessment of the organization's digital maturity and needs, enabling the creation of a custom work plan and collaborative implementation. JWI received personalized training on the new systems and is already reporting positive results.

#### DIGITAL CHANGES INFORMED BY METRICS

During the LDTM process, Philtech conducted an in-depth multi-faceted analysis of the user experience of JWI's website. As a result, JWI received a set of concrete, data-based recommendations to leverage their website better to raise awareness and expand their networks. JWI is planning the implementation of the website, a process they are developing using their new task management system.

#### OPTIMIZING TASK MANAGEMENT

During the process, we identified a need for a task management system to help JWI coordinate multiple large-scale projects. JWI successfully implemented Monday.com, facilitating collaboration between remote team members. Projects are now smoothly divided into manageable and traceable tasks and sub-tasks, with allocated roles, responsibilities, and deadlines. Following training and guidance, JWI continues integrating Monday.com into its daily processes.



#### IMPROVING MANAGEMENT OF SUPPORTERS, NETWORKS & DONORS

During the LDTM process, JWI started using EveryAction as their customer relationship management system. It was the first time JWI implemented a CRM at an organizational level. JWI received guidance and support from Philtech throughout the migration and adjustment phase. Philtech also introduced additional features to help JWI develop automated donor and supporter journeys to increase engagement and broaden its reach.

#### STRATEGY DEVELOPMENT

The LDTM process allowed JWI to reassess its organizational narrative and solidify its three main areas of action: gender-based violence, financial empowerment, and women's leadership. With their newly gained skill sets, we look forward to watching JWI grow and expand its impact.