

LEAN DIGITAL TRANSFORMATION MODEL

2021 CASE STUDY: LISSAN

ABOUT LISSAN

Lissan is a nonprofit organization that promotes linguistic justice for Palestinian women in East Jerusalem. Lissan recognizes that language is an essential resource and strives towards linguistic equality in public spaces and systems by providing language tools to women for whom the language barrier is an obstacle. Lissan works to fulfill its vision by delivering Hebrew language classes to Arab women and providing Arabic language classes to medical professionals.

LEAN DIGITAL TRANSFORMATION MODEL

The Senser Foundation selected Lissan for the 2021 grant cycle as a grassroots organization run by four ambitious women with a clear vision with potential for significant impact. Philtech conducted a thorough assessment of the organization's digital maturity and needs. This enabled the creation of a custom work plan and collaborative implementation. Lissan received personalized training on all new systems and has successfully integrated them into their everyday work.

MANAGING STUDENTS, VOLUNTEERS, AND DONORS

Lissan successfully implemented Fireberry, a CRM system that systematically manages its beneficiaries, donors, volunteers, classes, and contacts. By tracking student attendance through its CRM, Lissan has improved student retention and has grown its operation. Lissan additionally uses this system to maintain its alum network.

STRATEGIC MARKETING

The LDTM process taught Lissan how to raise awareness and cultivate donors. A custom marketing plan was developed for Lissan, including social media posts, lectures, and webinars, through which they have reached new supporters and consequently expanded their operations.

IMPACT

Since the LDTM, Lissan has grown and dramatically expanded its outreach. Lissan has developed new courses involving employment and accessing services and is expanding its geographical reach to teach Hebrew to Bedouin women in the Negev. In addition, Lissan is developing alum and community programming in language exchange, education, and social events.



OPTIMIZING TASK MANAGEMENT

Through the LDTM process, Lissan gained control over task management and workflow issues by learning how to utilize Google Workspace to the fullest. Lissan now uses an intuitive document organization system in Google Drive to ensure all organizational information is accessible to all relevant staff members.

DIGITAL FUNDRAISING

With close guidance and support from Philtech, Lissan ran an ambassador-based crowdfunding campaign that raised over \$110,000 from 936 donors in just seven days, nearly double the amount raised in a previous attempt. We are confident that Lissan is well positioned to further digital fundraising success.