

# LEAN DIGITAL TRANSFORMATION MODEL

## 2022 CASE STUDY: ORA

### ABOUT ORA

The Organization for the Resolution of Agunot (ORA) seeks to eliminate abuse from the Jewish divorce process. ORA works within the parameters of Jewish and civil law to advocate for the timely and unconditional issuance of a get (divorce document). ORA seeks to foster a Jewish community in which a get is never used as a weapon. ORA pursues its mission through agunah case advocacy (victims of get refusal), early intervention programs, and educational initiatives for agunah prevention.

### LEAN DIGITAL TRANSFORMATION MODEL

The Senser Foundation selected ORA for the 2022 grant cycle. A thorough assessment of the organization's digital maturity and needs was conducted, enabling the creation of a custom work plan and collaborative implementation. ORA received personalized training on the new systems and has reported significant improvements in their operations and impact.

### MISSION, VISION & STRATEGY

The LDTM process allowed ORA to rethink its organizational narrative together with the professional guidance of Philtech. ORA defined its four key practice areas and developed a strategic plan with digital tools embedded in its DNA.

### ENHANCING TASK MANAGEMENT

Following the successful implementation of Monday.com, ORA coordinates projects by dividing them into manageable, traceable tasks and sub-tasks, allocating responsibilities and deadlines. ORA has run a successful ambassador-based crowdfunding campaign, and we are excited to watch their next steps.

### LEVERAGING ORA'S WEBSITE

ORA's newly-designed website with improved user experience serves both as an essential information resource to raise awareness as well as an effective tool to reach potential clients, volunteers, and donors.



### MANAGEMENT OF CLIENTS, VOLUNTEERS & DONORS

ORA is now using Fireberry, a user-friendly CRM system that integrates smoothly with its other systems, significantly reducing manual data entry and case tracking. This tool allows ORA to grow its client base and volunteer network without technical limitations.

### OPTIMIZING KNOWLEDGE SHARING

ORA has adopted an intuitively organized document storage system in Google Drive, a single address for all organizational information. By maintaining this structure, ORA can maintain all institutional knowledge despite personnel changes.