Customer Relationship Management (CRM) system
Association Management System (AMS)
Communities platform

Overview

As part of the ICF strategic plan 2022 – 2024: [Fit For Future](), the ICF committed to "establish a global CRM system to improve the quality of service the ICF can provide to its members." (3.A.1)

The International Canoe Federation currently has 171 members (national federations) who have a varied number of employees and volunteers, ranging from professional staff teams of up to 50 employees, to volunteers with only one person in the federation.

The ICF wishes to better understand its members to be able to grow the sport globally by supporting federations in the way they specifically need it.

Goals

- Communicate directly with the relevant people within each federation to ensure the correct information reaches the correct people, without overwhelming each person with too much irrelevant information.
- Track effectiveness of communications with national federations.
- Better understand each member, their programs and support needs, or support they can provide to developing national federations.
- Better collaborate between ICF staff to understand communication provided directly to national federations and their support needs.
- Better track inactive federations.
- Use reporting to establish the best national federations to provide support to, who have the most potential to develop internationally competitive athletes. (4.A.1. and 4.A.2.)
- Set up a resource and communications platform for national federations to share best practises and encourage the development of shared resources. (3.A.3. and 3.B.2)
- Expand communications and community platforms to ICF staff, Executive Committee (ExCo), Board of Directors (BoD), committees, commissions and working groups, including the ability to communicate between themselves and for staff to be able to track these collaborations.

Objectives

- Targeted communications sent to national federations based on tags for specific interests and roles.
- Multiple staff to have instant access to specific information about a specific national federation all saved in one place.
- Simple access to view all communications to a given national federation, who from the federation has received which information and when, and what has been read.
- Reporting dashboard for communications sent, opened and clicks.

Target milestones

9 February: system demos and quotes
16 February: system specifications
23 February: system selection
15 March: initial system setup
29 March: first communications sent through CRM
26 April: Finish meetings with national federations to ensure communications list are complete (end phase 1)
10 November: End phase 2 (by end of Congress)

Implementation

Phase 1 – National Federations database & communications

Target date: First communications end of March. Full communications lists by end of April. All 2024 season information to be communicated through the CRM.

- ☐ All NFs entered into database including all existing information (spreadsheets, SDP, MailChimp, development contacts, IOC audience surveys/studies)
- ☐ All communications tags created based on staff and comms team requirements
- ☐ Communications templates set up
- ☐ Staff trained in use of system
- ☐ Establish and set up additional fields and information to set up for future collection from national federations to allow for reporting and better provision of services (ICF internal)
- ☐ Communications to NFs switched to the new system (with a minimum of all contacts from MailChimp
- ☐ Meetings or emails for NFs to establish contacts, tags, additional fields collected

Phase 2 – Communities setup for "internal" groups

Preferably in collaboration with a committees and commissions coordinator
Target date: introduce the system at the first Board meeting after the Congress with newly elected personnel - November 2024. Use for the first meetings for all groups after the 2024 Congress

- ☐ Create accounts for all ICF staff, Executive Committee (ExCo), Board of Directors (BoD), committees, commissions and working groups (updated as necessary after Congress)
- ☐ Customise fields and collect missing information for all personnel
- ☐ User guides established for communities system
- ☐ ExCo and BoD papers published on communities platform
- ☐ Communications to ExCo and BoD switched to new system (communications may be sent for ExCo and Board papers for Congress, but with papers still published on ICF website)
- ☐ Ensure all ExCo and BoD are accessing new system to view papers for meetings – if not then personalised meetings to assist with the transition process
- ☐ Committee, commission and working group meeting minutes collected and published on communities platform
- ☐ Committees and commissions and working groups encouraged to communicate through communities platform

- Concurrently collect information for national federations for governance, best practice in federation management, documentation for support for application to funding nationally or Olympic Solidarity / scholarships
- Collect information and assistance for publication for the formation of new national federations and reestablishing inactive federations

Phase 3 – Communities setup and use for national federations

Target date: Open access January 2025. All federations with supported access by end March 2025

- User guides for national federations created, published and distributed
- All national federations with accounts
- Personalised meetings for national federations who have not accessed the system within the first month
- Publication of documents for NFs eg membership fees and open invoices within the portal
- Establishment of first peer-to-peer support program for a developed NF with a developing NF

Appendix 1 – Strategic Plan related items

ICF Strategic Plan 2022 – 2024: Fit For Future

3.A.1.

Establish a global CRM system to improve the quality of service the ICF can provide to its members.

3.A.3.

Establish a resource and research section on the ICF website to share best practises and guidelines from continental and national federations

3.B.2.

Create a stronger communication network with Continental and National Federations to encourage the development of shared resources and create synergies.

Data and reporting from the CRM can help to support decision making for the following areas:

4.A.1.

Invest in dedicated development managers in Africa, Asia and the Americas through dedicated development managers.

4.A.2.

Support coaches from developing countries through the ICF Development Programme to increase the number of competitive athletes and participating nations at ICF World Championships.