

# Ronald McDonald House Charities® of the Coastal Empire uses BoardEffect to streamline communications

## Ronald McDonald House Charities® of the Coastal Empire case study

### Organization overview

Ronald McDonald House Charities® of the Coastal Empire (RMHCCE) supports critically ill and injured children and their families in southern Georgia and three counties in South Carolina. With a core mission to create, find and support programs that directly enhance the health and well-being of children and families, RMHCCE operates 24/7, 365 days a year regardless of natural disasters or pandemics.

The organization provides four major services to communities in the region, including the Ronald McDonald House in Savannah, a “home away from home” for children in treatment at area hospitals as well as two Ronald McDonald House Family Rooms in Memorial Children’s Hospital and St. Joseph’s/Candler Hospital. The Ronald McDonald Care Mobile® is the organization’s latest program serving nearly 3,000 children in South Carolina with mobile dental care and health education.

To ensure the 17-member board of directors had state-of-the-art resources and technology to guide RMHCCE as it delivers these valuable services every day, CEO and Executive Director Billy Sorochnik sought a board management solution to support the board’s work and allow his team more time to focus on essential programs.

**Organization:** Ronald McDonald House Charities® of the Coastal Empire

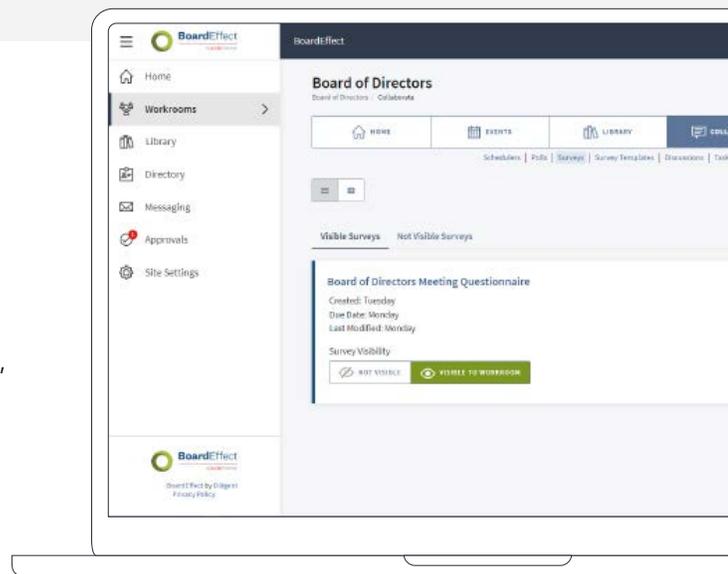
**Industry:** Nonprofit organization

**Location:** Savannah, GA

### The challenge

#### How to reduce board reliance on staff through better communications

For 23 years as CEO and executive director, Billy has managed the board of directors and led his small but mighty staff of six. He is the public face of RMHCCE and is responsible for operations, fundraising, program management and board relations. Wearing so many hats, he realized that a board management solution would reduce the time staff spent preparing board books and addressing board requests. It would also free up the operations team for more organizational priorities related to RMHCCE’s mission.



Prior to choosing BoardEffect, board members frequently said that they were not receiving important documents or emails about board meetings or issues. “The communication process was inconsistent despite the fact that we were constantly sending out emails and calendar alerts,” Billy explains. Often, board members would require more attention or follow-up creating delays and extra burden on staff. “We had to repeatedly send information which was time-consuming and inefficient,” he adds.

The lack of a centralized place for board directors to access pertinent documents such as agendas, schedules, committee reports and meeting minutes was a serious problem. This created additional work for team members as they had to respond to every request for information. “With only six full-time employees, managing communications and documentation manually was a significant burden,” Billy says.

As much as Billy and his team recognized the potential benefits of board management software, they were concerned about the expense. “We were cautious about spending money on solutions that might not be cost-effective. We needed to ensure our available funds would support RMHCCE’s mission fully and not just be administrative tools,” Billy explains.

## The solution

### Secure and accessible software to address management and board needs

After more than two years of due diligence, including testing BoardEffect’s features and seeking feedback from other RMHC organizations that were using the solution, RMHCCE signed on with BoardEffect. The software was introduced to the board members who, for the most part, welcomed it eagerly and adapted quickly.

“Once board members began to see how BoardEffect’s features made their lives easier, especially since many directors have other professional and personal responsibilities, they were on board,” says Billy.

BoardEffect provides a number of features that have helped improve communication. Centralized document storage and management makes it easy for staff and

board members to locate key documents anytime using any device. Streamlined and secure messaging to board members and other constituents has significantly reduced the number of emails.

BoardEffect also provides staff with a multi-layered secure system for tracking communications and tasks and the calendar for scheduling meetings and events.

Billy explains, “BoardEffect gives us easy access to all information, tracks our communications, automatically sends regular reminders and sets up important access controls. We use BoardEffect to store and manage all our critical documents so they can be accessed wherever our board members may be.”

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**Billy Sorochak**  
CEO and Executive Director

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## The results

### Better communications and time management

BoardEffect has delivered “big picture” benefits to the RMHCCE team. “We knew we needed to improve our communication strategy to reduce the strain on staff and give our board members more consistent and reliable communications on one platform,” Billy says. “BoardEffect has drastically reduced the number of emails coming from several offices and has streamlined our communication process.”

Billy cites BoardEffect’s document management feature as a big plus, enabling directors to access and review important materials anytime, anywhere.

Board member engagement has also increased significantly. “Our board members appreciate the system as it has made their roles easier to manage. It has reduced the number of emails and made information easily accessible to them,” says Billy.

Staff now spend less time answering emails and fielding queries, and are able to put that time towards more strategic tasks for the organization’s mission.

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-  **Streamlined communications benefitting board members and staff**
  -  **One-stop access from anywhere, anytime**
  -  **Improved board and staff performance**
  -  **Greater board member engagement**
  -  **Renewed emphasis on the organization’s mission**
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## About BoardEffect

BoardEffect provides innovative boardroom technology to nonprofit organizations. As a Diligent brand helping to serve over 14,000 mission-driven organizations, we empower boards with the tools to drive positive change. Our secure board management software helps to streamline operations, enhance governance practices and enable confident decision-making. With BoardEffect, mission-driven organizations can unlock potential, accelerate mission delivery and make a lasting impact in their communities.

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