

Making an Impact: CNM Connect Launches Customized Outcomes Technology Services for Nonprofits

DALLAS – June 7, 2016 – [CNM Connect](#) (CNM) today announced an innovative new outcomes technology services - CNM-pact™ - that will give nonprofits the ability to efficiently and effectively track, analyze, evaluate and report program performance. Leveraging an affordable, web-based technology, nonprofits can demonstrate to their funders and stakeholders that their programs are working.

CNM-pact, combined with CNM consulting services and tools, equips nonprofits with greater insight into their data. CNM's consultants work alongside the nonprofits' staff to develop strong evaluation plans and protocols to better optimize their impact on the community. The web-based platform allows participating nonprofits the ability to securely access their program results anywhere, anytime, on any platform.

"We believe this technology will drive transformative change in our communities as nonprofits address social issues more efficiently and powerfully," said Tina Weinfurther, president and chief executive officer at CNM. "It was important to CNM that all nonprofits regardless of size, mission, or location, have access to CNM-pact at an affordable cost."

CNM-pact was made possible by a \$200,000 gift from long-time CNM funder [Alliance Data](#), a leader in data-driven marketing.

"Alliance Data knows firsthand the power of data – and how data can be used to more effectively create and evaluate programs to measure success. We leverage that knowledge for our clients every day," said Dana Beckman, director of corporate affairs at Alliance Data. "This opportunity to come together with CNM, to help make data more meaningful for nonprofits and improve social outcomes is an investment with far-reaching impact."

Several organizations are currently participating in a six-month pilot program, after which CNM-pact will be available to all nonprofits for an affordable annual fee beginning in the fall of 2016. Pilot participants include, [Camp Fire First Texas](#), [CitySquare](#), [Education Opens Doors](#), [Equest](#), [Friends of Wednesday's Child](#), [Jubilee Park and Community Center](#), [Mission Central](#) and [Volunteers of America Texas](#).

"CitySquare is constantly working on ways to better share our story through effective evaluation and thoughtful outcomes," said John Siburt, president and chief operating officer at CitySquare. "We're excited to give our AmeriCorps program the opportunity to work closely with CNM to improve the quality of their data and share even more with our partners and funders."

"We are thrilled to be chosen by CNM for inclusion in the outcomes technology services pilot program," said Lili Kellogg, chief executive officer at Equest. "The software and its capabilities will enable us to take a giant step forward in reporting the metrics so desperately needed to analyze and communicate the great work that Equest does. Thank you CNM and Alliance Data!"

CNM-pact delivers on CNM's mission of working with nonprofits and other stakeholders in the community to help them be better connected, engaged and equipped to tackle issues in a meaningful way. CNM-pact is the latest addition to CNM's portfolio of consulting and education services.

About CNM Connect

Founded in 1980, CNM Connect (previously The Center for Nonprofit Management) strengthens communities by connecting and engaging nonprofits and other stakeholders through leadership, management expertise and outcomes technology. In addition to providing executive recruiting, seminars, certificate programs and consulting services, CNM is expanding its offerings to meet the needs of today's nonprofit. To learn more, visit cnmconnect.org or call 214-826-3470.

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