CourseStorm Case Study:
The Apprenticeshop and Little Green Light Integration

Rockland, Maine

Integrating CourseStorm with Little Green Light helped an educational non profit organization simplify its course registration process and expand donor relationships.

The Background

The Apprenticeshop believes that education should encourage thought and action. They train apprentices, interns and students to inspire personal growth through craftsmanship, community and the traditions of the sea. As an educational nonprofit organization, they empower people through boats and sailing.

In addition to traditional apprentice programs, The Apprenticeshop also offers courses, camps and workshops for both children and adults. Their small team of seven spent too much time manipulating forms and reentering data to manage both course registration and funder relations.

The Challenge

Several years ago, The Apprenticeshop had switched from a clunky, complex donor management software to the more user-friendly Little Green Light (LGL). LGL excels at tracking donor relationships, managing attendees for fundraising events, and coordinating appeals campaigns, but it wasn't designed to handle student registrations.

Return registrants complained about having to enter data over and over. Parents registering multiple children were especially frustrated because they had to repeat the entire process for every child. The Apprenticeshop needed a solution designed for group registrations, repeat registrations, and course management.

The Solution

The Apprenticeshop was happy with LGL. It was working so well for donor relationships and all their data was already there. At the same time, they wanted to use the power of CourseStorm's class registration and marketing software. Fortunately, LGL and CourseStorm (CS) were already working on an integration.

The CS-LGL integration enables new CourseStorm class registration data to automatically appear in LGL. CourseStorm adds group registrations, payment plans, student profiles, and easy to view rosters to the already robust LGL database. Most importantly, data flows smoothly from CourseStorm into Little Green Light, so the Apprenticeshop has the best of both worlds.

"They are for different things, and I think they both do what they're meant to do well, and to have them working together is really nice. Both companies have phenomenal Help Desk knowledge places and support people who actually get right back to you."

—Liz Sullivan, The Apprenticeshop

The Results

The Apprenticeshop found that integrating Little Green Light with CourseStorm streamlined the course registration process. Further, CourseStorm's pay-as-you-go pricing made it a very low risk investment. Now, returning students have a profile that stores their information so they don't have to re-enter it each time, and parents can easily register multiple children using the group registrations function.

On the course management side, forms are easier to customize, and instructors have their own login. Suddenly, instructors can help monitor registrations and email students directly if needed. It has empowered instructors to manage their own courses.

The integration even helped The Apprenticeshop better utilize donor relationships. When sending their latest appeal letter, contacts from the course registration process were already in their Little Green Light donor database, so they could reach out to new students or parents as part of the appeal campaign.

The Apprenticeshop, together with LGL and CourseStorm, is continuing to simplify its registration process and build its donor base to share the transformative power of boatbuilding and sailing with new generations.

Expanding Relationships, Simplifying Processes

To learn more about how the CourseStorm-Little Green Light Integration might help your program or more information, email contact@coursestorm.com or call us at (207) 866-0328.

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