



Remote Deposit Capture Solutions Streamline Donation Processing for the American Red Cross



The Challenge

Every day, the American Red Cross works to prevent, prepare for, and respond to disasters. The behind-the-scenes work done by their efficient back-office systems helps make it all possible.

“The less we need to effectively administer the organization, the more funds are available for us to meet our life saving mission,” notes Steve Casey, Corporate Treasurer for the American Red Cross.

As part of their effort to achieve continuous innovation and improvement, Mr. Casey’s team established an initiative to implement a remote deposit capture (RDC) solution to assist in accelerating the processing of donations collected at Red Cross field locations. The RDC solution needed to integrate with their current back-office systems while enabling the electronic acceptance and deposit of checks, credit cards, and cash. The solution also needed to automatically update their finance and accounting systems, and their donor management systems with defined sets of payment and donor data within existing business rules.

“We have to leverage the systems we use and the time we have to spend, to get as much as possible accomplished in the back office so our organization can focus on providing services to the people that are in need.”

SUCCESS STORY SNAPSHOT

Industry: Nonprofit

Location: Nearly 500 U.S.
Locations

Solution: ETran Integrated
Receivables Processing

Payment Types: Check (via
RDC), ACH, Credit Card,
Cash



American
Red Cross

The Solution

The American Red Cross wanted a software-as-a-service (SaaS) solution for their RDC initiative, and leveraged trusted partner and leading check scanning hardware provider, Panini's, extensive industry experience to help them determine available solutions. FTNI's integrated receivables solution, ETran, was identified as the right application for the RDC initiative.

The ETran Integrated Receivables processing platform is bank agnostic, greatly simplifying the output of RDC data by providing an image cash letter for deposit to any bank selected by the Red Cross. The solution also updates finance and donor management systems in a single pass—facilitating true straight through processing and data transmission. ETran readily initiates ACH transactions—including individual and recurring ACH donations.

Credit and debit card processing is another important aspect of the Red Cross solution. ETran is able to provide a single payments gateway to process card transactions in addition to check donations. "One gateway relationship is really quite amazing," stated Casey. "Because the receipting is done inside of the FTNI software, I only have one place to go to get all our financial receipts for my finance and donor offices, and that's big." Integrated receipting also helps streamline the process for acknowledging and documenting donor contributions.

The Results

Once tasked with managing more than 25 different banking relationships in support of hundreds of field locations—each with different processes for check scanning and reconciliation—the Red Cross has been able to significantly consolidate those relationships down to less than six as a result of ETran's easily configurable, bank agnostic APIs and user-friendly interface. This helps the Red Cross reduce complexity and ultimately process and post donations faster. They can now see all donations activity across all locations in real time, and they can manage their system centrally. "We are doing very well," said Casey. "I have a single system that gives me the ability to electronically process receipts from the RDC system to our accounting systems." With Panini's scanners and FTNI's software, the American Red Cross was able to integrate the RDC solution with their existing systems to create a single merchant banking system and a single payments gateway solution. Items are electronically reconciled on a daily basis, and direct integration with the donor management system is underway. "The concept is proven," stated Casey. "It's just so amazing how fast it has grown."

REALIZED BENEFITS

Consolidated banking relationships, resulting in significant cost savings

Long-term image archiving for quick and easy access to donation information

Posting files update donor management systems in a single pass based on unique business rules

Enterprise donation visibility increased across hundreds of locations by processing all donations on a single system

About FTNI



Financial Transmission Network, Inc. (FTNI) accelerates the way businesses accept, process, post and manage payments. Processing millions of transactions monthly, FTNI's integrated receivables solution, ETran, accepts any payment method, via any payment channel — on a single, secure, cloud-based platform. ETran's easy-to-deploy, modular design seamlessly integrates current business processes, bank and merchant processor relationships, and back-office accounting software to deliver increased efficiencies and cost savings as a result of true straight through processing. Offering a real-time, enterprise view of all payments activity, ETran increases receivables oversight and delivers significant cost savings by streamlining operations and automating time-consuming, error-prone manual processes. For more information, visit www.ftni.com.