

## Case Study: M & GN



Midland and Great Northern Joint Railway Society (M&GN) is the supporting organization of (and a dominant shareholder in) the North Norfolk Railway, which operates a 5¼ mile heritage railway from Sheringham to Holt



### Challenges

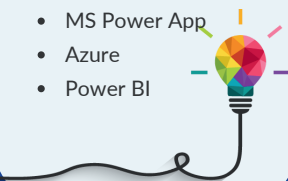
- Managing membership was manual, tedious, and time-consuming.
- Data siloes, and security concerns caused by spreadsheets, standalone systems, and paper forms

This led to a need for comprehensive membership system & a modern web portal user experience.

### Solution

#### MS Azure Cloud Implementation

- Membership management
- Donor management
- MS Power Portal
- MS Power App
- Azure
- Power BI



### Benefit

- Automated membership cards, increased membership renewal turnover, and improved constituent relationships
- Power platform unifying CRM & Portal
- Holistic view of their constituents via a clean comprehensive database
- Improved Portal & consolidated dashboard to monitor growing memberships

