

Capability Statement

Systems and technology for mission-driven organizations

Noteworthy Lab builds and modernizes the systems nonprofits run on, so growing members, donors, and funding doesn't mean drowning the team in manual work. The practice has served nonprofits, foundations, scientific societies, and national membership organizations since 2001.

CORE COMPETENCIES

- **CRM Implementation and Data Architecture.** Salesforce and other platforms configured and optimized for nonprofit and membership workflows, with the data model and automations that consolidate fragmented data and cut manual work. Platform-agnostic; the right system is the one that fits the actual work
- **Donor and Member Engagement Systems.** Automated campaigns, segmentation, renewal workflows, and donor journey design built on the existing CRM. The systems engine behind fundraising and membership
- **Custom Platform Builds.** Public-facing applications tied to nonprofit data and operations, including member directories, rosters, and search and matching tools, built in tight coordination with the CRM
- **Event Operations and Systems.** Backend infrastructure for galas, conferences, and convenings, including registration, speaker proposal management, and post-event reporting
- **AI Readiness, Agents, and Automation.** Practical assessment of where AI can responsibly add value, plus custom AI-powered workflows and agents for nonprofit operating contexts
- **Systems and Operations Capacity Assessments.** Fixed-scope diagnostics that map current systems and operations and produce a prioritized roadmap. Our technical assistance and capacity-building scope
- **Fractional Operations and Technology Leadership.** Senior operations and technology leadership in the seat, ongoing, on retainer

DIFFERENTIATORS

- Implementation, not just recommendations: we build, ship, and stay through the change
- Small by design, senior-led: experienced leadership on every engagement, with no rotating junior staff
- Fluent in both the nonprofit operating model and the technical depth required to modernize it

PAST PERFORMANCE

Client	Sector	Systems Work
HOPE	National Latina leadership organization	Technology leadership, CRM modernization, donor and member engagement systems, and the HOPE Roster public platform. Multi-year, systems-led partnership
WEPAN / ARC Network	STEM equity, national membership / NSF-funded	Systems Assessment, CRM Implementation, Event Operations and Systems. 80% reduction in manual data processing time
WCEC	Women of color in engineering	Custom-built, searchable Inspiring Leaders Database of women of color in engineering, built in coordination with the underlying member data

Notable clients: HOPE, WEPAN, ARC Network, WCEC, AGU, CSRHA, ConstructReach, MFN, CSBS, ISLP

COMPANY DATA

Entity	Noteworthy Lab LLC, California (practice founded 2001, incorporated 2017)
UEI Cage Code	SKHMKRF6K3N3 15GG9
Primary NAICS	541613 (Marketing Consulting Services)
Certifications	In progress: SF LBE, CA SB, federal WOSB / WBENC (target June–September 2026)
Size	Small business (NAICS 541611)

CONTACT INFORMATION

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