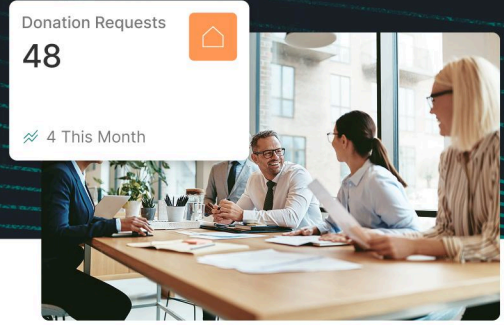


Case Study

# How a Marketing and Communications Specialist Saved 20% of Her Time With Kadince



## Sturgis Bank

**ASSET SIZE**  
\$998 million (as of 2026)

**LOCATION**  
Michigan

**CUSTOMER SINCE**  
2025

**WEBSITE**  
www.sturgis.bank

## Challenges

- Sturgis Bank's sponsorship and donation approval process was time-consuming and highly manual
- Approvals relied on spreadsheets and email, creating unnecessary back-and-forth between teams
- Information had to be entered multiple times and manually routed
- Tracking approvals, budgets, and status updates required constant follow-up

## Results

- Kadince automated the sponsorship and donation approval process, giving significant time back
- Fewer interruptions and less internal back-and-forth reduced the risk of miscommunication
- Tasks and notifications are automatically sent to the right teams at the right time
- Leaders can access dashboards for real-time visibility into budgets and approvals

## The Problem

Like most banks, Sturgis Bank has a robust donation and sponsorship program that collects requests from nonprofits and community members and gives back wherever possible. But also like most banks, managing these sponsorship and donation requests was anything but simple.

The bank's Marketing team relied heavily on spreadsheets, email threads, and in-person discussions to manage sponsorship and donation approvals. Approving a request required several steps: gathering basic information, reviewing it internally, sending it to leadership for approval, and then forwarding decisions to Accounting. This manual process slowed everything down and made it difficult to keep track of where requests stood at any given time.

As the volume of requests grew, the Marketing team knew there had to be a better way.

## The Solution

Sturgis Bank began using Kadince to centralize and automate its sponsorship and donation approvals.

Now, all requests are submitted through a single form that captures the necessary information upfront. Once a request is submitted, Kadince automatically routes it to the appropriate approvers in the correct order. The Marketing team no longer has to manually follow up with each department.

According to a member of the bank's Marketing team, "The moment Kadince was launched, it started saving me so much time. Now, I'd say Kadince has given me at least 20% of my time back, which in marketing land, is absolutely huge."

**"Kadince has made our bank's sponsorship process much more efficient. The best part for our leaders is having a database that includes all of the information about the not-for-profits we sponsor. They are able to check it anytime rather than waiting for monthly reports that we have to prepare manually."**



Megan Yore  
Chief Marketing Officer & Community Relations

## Keeping Leadership Up to Speed

Kadince makes it super easy to build reports and dashboards. Rather than leaders reaching out to the Marketing team whenever they have a question about a donation or sponsorship, they can simply log in to Kadince and view their dashboard.

Each person's dashboard is personalized and shows only the information they need to see. Whether they're interested in budgets, supporting documentation, community partners, or anything else, it's easy to find in Kadince.

The Marketing team no longer has to pause what they're doing to send a spreadsheet link whenever asked. Talk about saving time!