

The logo for Act! Premium Cloud, featuring the word "act!" in white lowercase letters inside a red circle.A photograph of a classroom full of diverse children and a teacher, all smiling and holding up copies of the "Kid Scoop News" newspaper. The scene is set in a bright, modern classroom with educational posters on the walls.

# Transforming a Vision with Act! Premium Cloud: The Kid Scoop Success Story



Dan "Patio" Dalton, the Sales Director at Kid Scoop News, is part of a nonprofit passionately dedicated to ensuring that every child can read by the end of third grade, utilizing newspapers as a key educational tool.

## Embracing Technology: Overcoming Early Challenges

Many years ago, Dan faced significant challenges while managing business contacts and call reports. He organized his contacts using a physical newspaper industry yearbook, jotting down notes in the margins after visiting newspapers. He also relied on a paper calendar to note when to follow up with contacts.

Dan recalls opening up a 35-lb Data General computer, complete with a thermal printer, in airports to type up call reports. Despite not being particularly tech-savvy, even in those early days, Dan recognized the power of a good contact network and from that moment, he meticulously tracked every business contact he made, storing them in his computer. At the time, he represented

newspaper columnists and cartoonists, many of whom chronicled the emerging tech age.

## From Paper to Digital: Transforming Business Processes

As technology evolved, Dan knew he needed CRM software to keep track of his contacts. Thanks to a reference from one of his writers, he learned about Act!. He instantly recognized its potential, decided it was the best fit for his needs, and Act! Premium Cloud became his CRM of choice.

Today, at Kid Scoop News, Dan uses Act! to track meetings, follow-ups, and everything related to managing and tracking business interactions.

“ Everything revolves around managing contacts and Act! Premium Cloud helped us not only chase leads and prospects but turn them into clients.”

Dan "Patio" Dalton

## Incremental Success: The Act! Impact

Over the years, Act! Premium Cloud significantly transformed the nonprofit's operations, driving substantial growth and efficiency. By utilizing Act!, Dan has seamlessly managed diverse talents and interests through intuitive tools like radio buttons for quick yes or no responses. Routine marketing tasks, such as mail merges, have become effortless, saving valuable time and resources.

One of the most impactful features of Act! has been the ability to import convention and conference attendee lists. This capability has empowered Dan to proactively engage with potential contacts even before events, fostering stronger connections and opening doors to new opportunities. Thanks to Act!, Dan's approach to business development has become more strategic and effective, contributing to his continued success.

Today, the Kid Scoop franchise (both for-profit and nonprofit business models) are key circulation-builders for newspapers in 42 states serving millions of students over the years.

Discover more about Kid Scoop's mission at **Kid Scoop** and **Kid Scoop News**.



“ Act! Premium Cloud has become integral to our success.”

Dan “Patio” Dalton

## Key Results:

- **Enhanced Contact Management:** Act! Premium improved efficiencies and optimised Kid Scoop's contact management with seamless tracking of business contacts, meetings, and follow-ups.
- **Improved Client Relationships:** Act! streamlined routine marketing tasks, such as mail merges, saving Kid Scoop valuable time and resources while ensuring it stayed in close communication with its clients.
- **Strategic Business Development:** Kid Scoop leveraged Act! Premium Cloud to import convention and conference attendee lists and proactively engage potential contacts, thereby driving new opportunities and growth.
- **Widespread Impact:** Act! supports Kid Scoop's mission of ensuring every child can read by the third grade with its expansion to 42 states, impacting millions of students.

## About Act!

With proven CRM and powerful Marketing Automation, the possibilities are limitless. Act! provides the ultimate toolset to build relationships, maximise engagement, and drive business growth.

[START YOUR FREE TRIAL](#)

## Contact Act!

|                   |                     |                  |                        |
|-------------------|---------------------|------------------|------------------------|
| United States:    | <b>866.873.2006</b> | United Kingdom:  | <b>0845 268 0220</b>   |
| Australia:        | <b>1300724327</b>   | Ireland:         | <b>353 818 663 400</b> |
| Netherlands:      | <b>088 002 9000</b> | New Zealand:     | <b>0800.443.163</b>    |
| Canada (English): | <b>800.857.0558</b> | Canada (French): | <b>888.880.0449</b>    |