

# MainSuite

Built for Place-Based Nonprofits

# The Problem

Most downtown and place-based organizations rely on a patchwork of disconnected tools. Spreadsheets for budgets, forms for volunteers, calendars for events, email for communication and separate systems for reporting. Critical information lives in silos, requiring staff to manually reconcile data, recreate history, and assemble reports from scratch. The result is duplicated effort, lost context, and leadership time spent managing tools instead of managing impact.

# The Insight

Place-based organizations operate as complex systems, not checklists. Every action—an event, a grant, a volunteer shift, a façade project—creates ripple effects across the organization and the community. Yet most organizations operate with software built for single tasks, not interconnected systems. The real work happens in the gaps between tools, where context is lost and institutional knowledge slowly erodes.

# The Solution

## **One platform built specifically for place-based organizations**

MainSuite brings planning, programs, volunteers, finances and reporting into a single system built on a unified data model. The platform is designed for non-technical staff, with clear workflows and plain-language interfaces. Its multi-tenant architecture allows the system to scale across communities while preserving local control. An integrated AI layer focuses on practical, time-saving tasks rather than hype.

# Modules



## MasterPlanner

Plan new events, create action plans, and coordinate resources.



## MarketStreet

Manage marketing requests, materials, and content production.



## TaskMaster

Track tasks, deadlines, and team responsibilities.



## PocketBook

Monitor event budgets, expenses, and financial health.



## SupplyStop

Manage equipment inventory and check-out process.



## TeamBuilder

Recruit and manage volunteers for your events.



## FeedBack

Create surveys and collect feedback from participants.



## InvestorTrack

Track supporters, gifts, and investor engagement.

# Workflow

## **From idea to impact: a single, connected event workflow**

An event in MainSuite is more than a calendar entry. It becomes a living record that connects planning, volunteers, budgets, sponsors, communications and outcomes in one place. Instead of rebuilding the story after the fact for reports and funders, the system captures it as the work happens.

[←](#) **New Event Plan**  
Draft

[Export Plan](#) [Save Draft](#) [Submit for Review](#)

**Overview**

Contacts

Schedule

Volunteers

Communication

Materials

Finance

Health & Safety

Site Considerations

Feedback

**Overview**

Event Name \*

Awesome Main Street Event

Event Type

Location

Start Date \*

End Date

Start Time

End Time

Committee Organizing

Admission

# By Main Streeters for Place-Based Organizations

MainSuite was conceived and designed in close partnership with Main Street Ottumwa to solve the real operational challenges of a mature, accredited downtown organization. While the platform is still in its early deployment, its data model, workflows and reporting structure are directly informed by two decades of hands-on experience managing events, volunteers, investments, board governance and state and national reporting. The system reflects how the work actually happens, not how generic software assumes it should.

# Multi-Organization Architecture

MainSuite is designed as a true multi-tenant platform, meaning each community operates in its own secure environment while sharing a common, continuously improving system. This allows local organizations to maintain their identity, data ownership and workflows, while enabling statewide partners or national networks to support, benchmark and scale best practices across organizations without duplicating infrastructure.

# Security & Ownership

**Your Data. Your Community. Your Control.**

MainSuite is built with the understanding that organizations are stewards of sensitive information. Each organization retains full ownership of its data, with role-based access controls, auditability and secure hosting practices designed to meet the expectations of public, nonprofit and government partners. The platform is designed to support transparency and accountability without sacrificing security or local control.

# AI Layer

MainSuite integrates artificial intelligence where it delivers practical, everyday value: capturing meeting notes, summarizing discussions, answering routine questions and helping staff find information quickly. The goal is not automation for its own sake, but time savings. Reducing documentation, improving continuity and turning institutional knowledge into something searchable and usable. AI in MainSuite is a utility layer, focused on the unglamorous work that keeps organizations moving.

# AI Layer

**Run a meeting**

**Meeting title**

Downtown Steering Committee

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 **Upload audio**

Choose File No file chosen

**Agenda (optional)**

Paste agenda items here...

Choose File No file chosen

**Generate**

Transcript  Summary

**Run Meeting**

 **FRED**

Hi! I'm your Friendly Resource for Exploring Downtown, but you can call me FRED! I can help you navigate MainSuite, answer questions or draft event content. Where should we begin?

Hey FRED! Have I got any pending tasks?

Ask a question or draft event text...

Send 

# Vision

Every place-based nonprofit deserves enterprise-grade tools, not duct-taped spreadsheets.

# Business Model

MainSuite is offered as a subscription service scaled to the size and capacity of each organization, with pricing tiers based on community population and program complexity. This model supports predictable budgeting for local organizations while enabling shared infrastructure, continuous improvements, and long-term product stewardship. For states and regional partners, enterprise licensing enables coordinated deployment, support and benchmarking across multiple communities.

# Roadmap

Our near-term focus is expanding MainSuite's AI assistant beyond the application itself. Deploying a RAG-powered public website chatbot and a social media triage agent to help organizations respond to questions, route issues and surface trends in real time. Beyond these capabilities, the platform's roadmap is intentionally demand-driven: new modules and features will be developed in close partnership with users, shaped by the operational realities of place-based organizations rather than by abstract technology trends.

# Contact

Let's talk about solutions for your place-based organization.



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# MainSuite

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