

Customer Success Story

CUSTOMER SIZE:

2 - 10

INDUSTRY VERTICAL:

Non-profit

SALESFORCE PRODUCTS:

NPSP, Donnor Acknowledgement

INTEGRATIONS:

Mail chimp

ENGAGEMENT LENGTH:

1 Months

Revolutionizing Donor Experience: Building Bridges with Data



Develops and implements international programs to empower individuals with knowledge often suppressed by authoritarian regimes and dictatorships. By encouraging youth and young adults to think critically about topics ranging from human and civil rights to science and reason, IBB is laying the groundwork for people to retain their cultural identities while questioning the status quo, pushing back against extremist hate and violence, and finding their own unique voice.

Original Challenge

They lacked automated donor acknowledgment, especially for high-profile donors or large donations. There were no email alerts when new donations were added in Salesforce, and contacts were not segmented for targeted marketing. Additionally, the Do Not Contact (DNC) preferences were not configured, making it difficult to manage subscriber communications.

Outcome #1

Donor acknowledgment was automated for high-value contributions, with personalized emails sent via platforms like GoFundMe and PayPal. Email alerts and tasks were also set up for donor managers to ensure timely follow-ups.

Outcome #2

Mailchimp was integrated with Salesforce for real-time sync of audiences and unsubscribes. The team can now segment contacts for targeted campaigns, send emails from either platform, and view bounce reasons directly in Salesforce.