



Connecting a National Theatre with its Attendees and Donors

Challenge

- Used Excel to store data and needed a Contacts database with the ability to tag records with properties (such as audience member, donor, freelancer, and venue).
- Used paper based forms that needed to be replaced with integrated online forms.
- Contacts data collection was done after the show by capturing email addresses. Attendees were later emailed a survey.

Our Solution

- Customized Salesforce and NPSP V3 to meet client's requirements.
- Ensured 360-degree customer view of actors, donors and attendees.
- Implemented Household Account Model, Donation Management and Fundraising Management.
- Worked with the client to integrate Salesforce with online forms.
- Installed AppExchange products like Event Brite, Mail chimp and Form Assembly.

Business Benefits

- Improved communication and information sharing across departments/teams
- Ease of entering new contacts and monitoring interactions with them
- Ease of managing and growing fund raising
- Improved reporting capabilities
- Reduced dependency on Excel sheets
- Improved productivity with central database for all donor, attendees and actor information.
- Reduced administration by integrating with Salesforce online forms for collection and storage of survey results.

Client Background

- NPO works with a national theatre that creates, develops and produces play wrights which are premiered far and wide.
- Has an unrivalled record of producing the best new plays on tour nationwide.
- Comprises of a small team of dedicated people.
- Sustained by its audience and supporters, generosity of individuals, and the partnership of corporates and Trusts & Foundations.

About CloudChillies

Cloud Chillies' Salesforce Certified professionals have the knowledge and passion to solve problems - big and small - and deliver Salesforce projects successfully and affordably. Our team has 13+ years of experience in all facets of Salesforce, covering cloud advisory, Salesforce integration services and Force.com platform development. We assess your needs to provide maximum value through IT to greaten your impact and achieve your mission.



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