

## Brainwave Australia

provides practical support and care to children and their families impacted by neurological conditions such as cerebral palsy, epilepsy, stroke, or brain tumour.

**Project length** 69 weeks

**Completion date** June 2022

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Having experienced the challenges of a Salesforce implementation in my last role, the Salesforce implementation for Brainwave has been outstanding. It's been game changing for our organisation, including the ability to effectively manage and engage with the children and families that Brainwave supports, together with volunteers and supporters.

**Paul Bird**

CEO

Brainwave



**Jessica Macpherson OAM**

Founder Blaze Your Trail

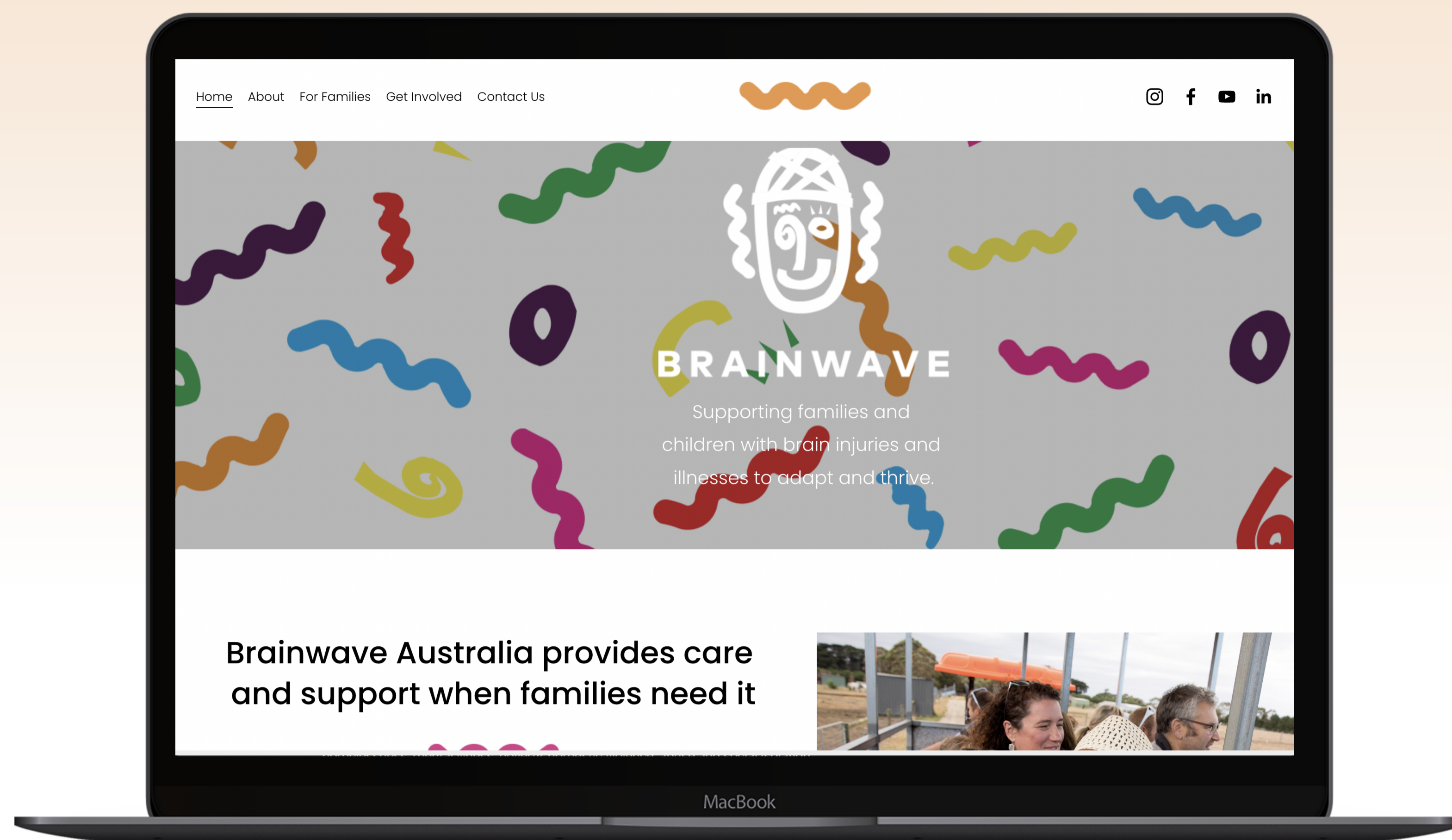
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**Blaze  
your  
Trail**



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## Challenge

Brainwave had a disconnected ecosystem. This led to data duplication across multiple platforms, a large administrative overhead due to the number of tools in use, and difficulty in communicating across the entire Brainwave community. This lack of functionality and integration limited Brainwave's ability to grow.

## Solution

Blaze Your Trail implemented the Salesforce Nonprofit Success Pack, migrated 12 years' worth of donation data and integrated the new CRM with Raisely via Zapier.

Amazon Connect/Service Voice soft phone replaced the 1300 landline when Brainwave moved out of the office during the 2021 lockdowns. A phone trigger ensures that all phone numbers are formatted correctly.

Form Assembly was used to create an easy way for families to register for support and for hospital staff to apply for funding. Volunteers 4 Salesforce, S-Docs Document Generator and Mailchimp round out the solution.

## Benefits

### 360 degree view of all stakeholders

Contact and relationship data now in a single database, accessible from anywhere, on any device, with accurate tracking of, and reporting on, all key constituents and their engagement with Brainwave and each other.

### Connected platforms

In a post-COVID landscape, fundraising and service delivery are increasingly reliant on remote, online connections and community. Our solution meets that need.

### Frees staff up to do the fun stuff

The new program and automations make staff feel empowered and productive. The new system saves dozens of hours each month by removing unnecessary manual tasks.