

Pink Hope wants to ensure every woman is empowered to take control of their breast and ovarian cancer risk, by providing tools, education and support to members of the at-risk community.

Project length 12 weeks

Completion date July 2022

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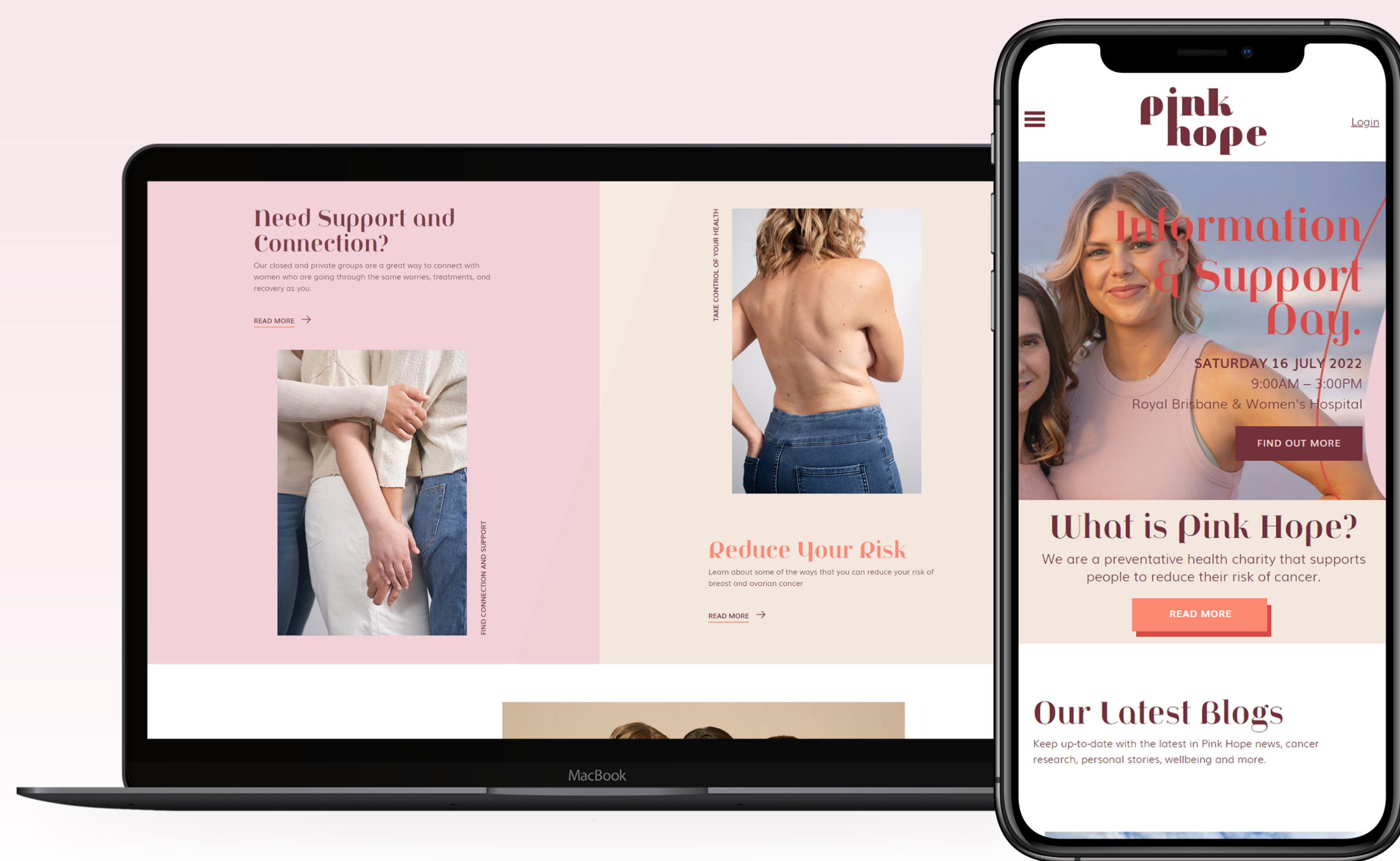
Jessie and her team are fantastic to work with. They are patient, knowledgeable and solution-focused - we couldn't have done this without them.

Sarah Powell
CEO Pink Hope



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**Blaze
your
Trail**



Challenge

Pink Hope sought out Blaze Your Trail to help them implement Salesforce as they had no CRM.

Information was stored in spreadsheets, emails, old websites and donation platforms.

There was no way of tracking communications with supporters, or assigning tasks within the team.

Solution

Salesforce NPSP was implemented and integrated with the Fundraisin Platform for donations and web forms, and with Outlook for everyday productivity.

Data from thousands of donations was cleaned and migrated from 10 different sources including Everyday Hero, Give Easy, Give Now, Go Fundraise, Good 2 Give, Good Company/Karma Currency, Grassrootz, Just Giving and My Cause.

A Slack integration for easy collaboration also alerts the team of new leads and major gifts are created.

Benefits

Able to meet our future goals

Salesforce is the first step in setting Pink Hope up with the right infrastructure to grow into a much larger charity. It has been set up in a way that allows additional functionality to be added in the future, including inventory, client and volunteer management.

The one source of truth

The team is able to access all data in one place and use it in a way that allows for better and more targeted communications, via Mailchimp.

A much better way of doing things

Reduction in risk of error with manual, time-consuming processes. Less frustrating for the team. Happier staff!