

CuriousWorks is a Western Sydney-based community arts and cultural development (CACD) company that runs creative programs with diverse communities. Through deep, long-term engagement and inclusive art making they produce powerful, cultural artworks that engage at the grassroots.

Project length 8 weeks

Completion September 2022

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This Salesforce experience was a huge learning curve for our organisation. Blaze Your Trail were a fantastic team to work with. Communication, delivery and outcomes have been great. Highly recommend.

Vanessa Hyde

CEO
CuriousWorks



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Trail**



Challenge

CuriousWorks had used Salesforce for some time, but it was never widely adopted, nor integrated with other systems. The donor experience needed improvement and people were not being thanked or receipted properly. Important contact information was saved in staff email inboxes or in various spreadsheets and there was a general lack of visibility across the organisation. This impacted on their ability to implement a targeted communications strategy that would improve efficiency and secure more support.

Solution

The old Salesforce instance was replaced with a brand new one to take advantage of all the features and benefits of the Non Profit Cloud. All legacy records were migrated.

Raisely was selected as the new donation platform and integrated with Salesforce for donations, regular gifts and community fundraising.

Levels and Engagement Plans were set up to build meaningful donor segmentation and journeys, and email templates now support beautiful receipting out of Salesforce for major gifts and grants.

Webforms for general enquiries and program applications were built and integrated with Salesforce to ensure data quality.

MailChimp was integrated so that donor data is shared securely between the two platforms.

Benefits

Streamlined and targeted communications

The team no longer builds email lists in spreadsheets, instead easily using segments and tags in MailChimp with data from Salesforce. Key team members are now confident users of Gmail integration and Lead management, with webforms bringing all new web enquiries straight into Salesforce.

Immediate acknowledgement and recognition

Live data is flowing into Raisely from Salesforce meaning segments can be easily created according to giving history, enabling targeted communications. The organisation's CEO has live updates for new recurring givers or large donations ensuring these can be identified and acknowledged in a timely manner.

Increase in donations

The donor experience is now fully branded according to CuriousWorks requirements and they are already receiving more donations.