

Life's Little Treasures Foundation provides support to families of babies born premature or unwell, or for those experiencing a long stay in the hospital nursery. This support is delivered through several programs and a range of information and resources for families on the organisation's website.

Project length 16 weeks

Completed September 2022

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Advice from Blaze your Trail was exceptional. They get us. Jessie and Paula come from a NFP background so they were able to share so much knowledge with us. A perfect match.

Felicia Welstead

CEO

Life's Little Treasures Foundation



Paula Nuñez

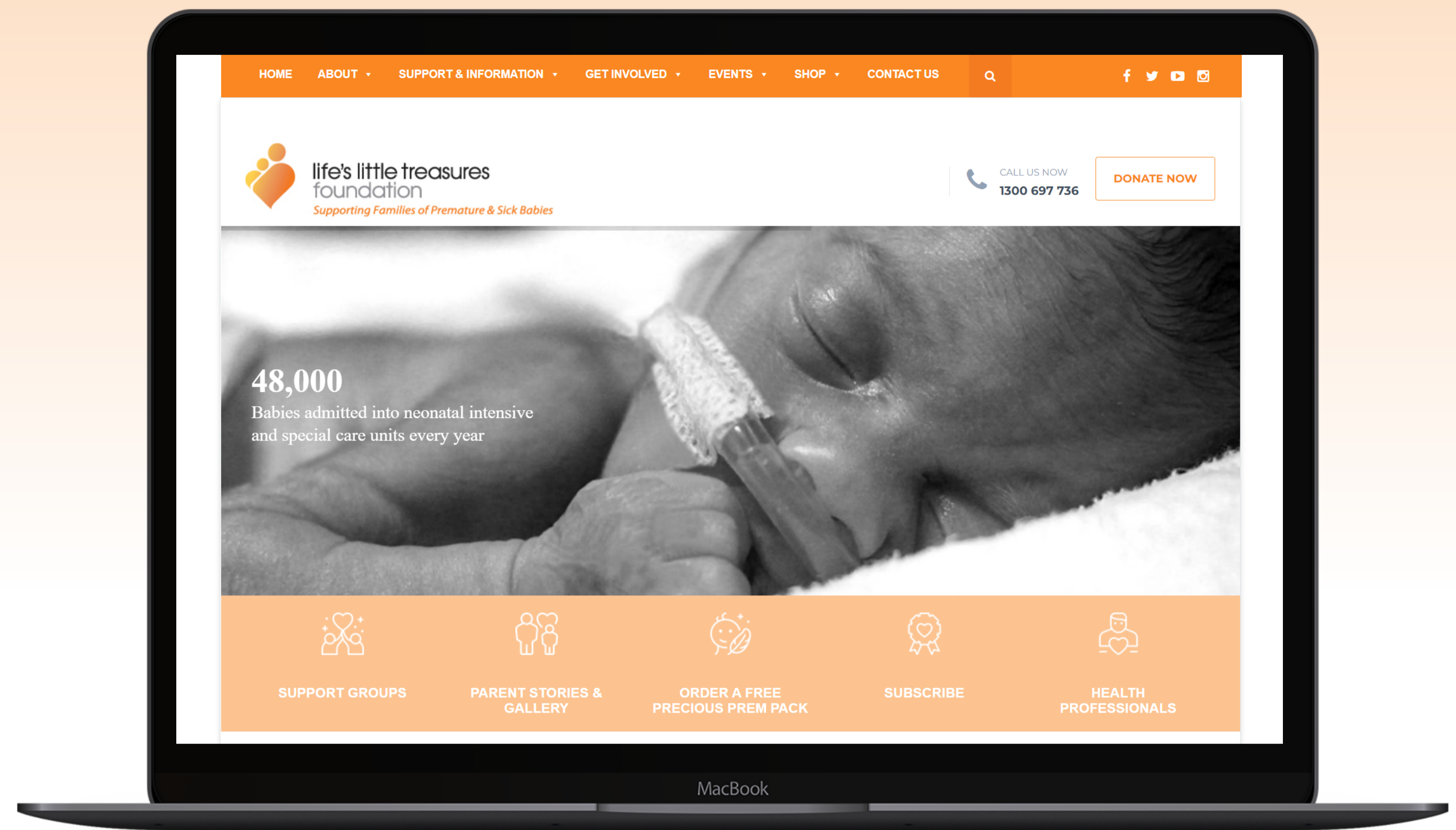
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Blaze Your Trail

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**Blaze
your
Trail**



Challenge

Data was siloed and there was a lack of visibility across the organisation. Some staff were using a very old instance of Salesforce (with Classic Interface) and were heavily reliant on manual input. Others were operating entirely in spreadsheets. The absence of integration meant that program, order, donor and subscriber data was not easily and reliably accessible.

Solution

Blaze Your Trail implemented a new NPSP Salesforce instance, which supports all processes required for programs, automating them when possible. This update includes request forms, notifications, email templates, approval processes, packing lists for fulfilment, shipping support and inventory management.

The solution is built integrating Shopify and Form Assembly. Shopify is used for product collections, inventory management and shipping apps (Australia Post and Sendle).

Form Assembly hosts the webforms. Processes, activities, orders/requests, contacts and accounts are in Salesforce.

Fundraising is facilitated via a Raisely integration with Salesforce, managing everyday donations, regular giving, fundraising appeals and community fundraising.

Donor management is supported by donor levels, gift-in-kind, major giving, sponsorships, partnerships and grant management processes built in Salesforce.

Mailchimp is integrated with Salesforce for communications, including clear consent flowing from all forms automatically.

Benefits

No more data silos

Salesforce is the one source of truth with a 360-degree view of all stakeholders. Mobile-optimised order and request forms allow hospitals to order stock, and health professionals and parents can access programs online 24/7.

Impact can now be measured

Income can now be recorded and reported from with Salesforce. A tracking system for grants and partnerships includes benefits, deliverables, invoicing, payments, pledges and acknowledgements.

Greater collaboration

All staff are now trained and working in Salesforce, logging emails and phone calls with stakeholders. They have confidence in the data they manage and can make better decisions.