

Since 1857, the **Sisters of the Good Samaritan** have brought refuge, education and hope to the most vulnerable women and children. Inspired by their stories and continuing mission, the organisation builds partnerships that deliver practical help and nurture community.

Project length 6 weeks

Completion November 2022

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Great job Blaze, thanks for offering this very valuable service to smaller charities and opening our eyes to some of the opportunities Salesforce provides.

Catherine Cresswell

Executive Director, Sisters of the Good Samaritan



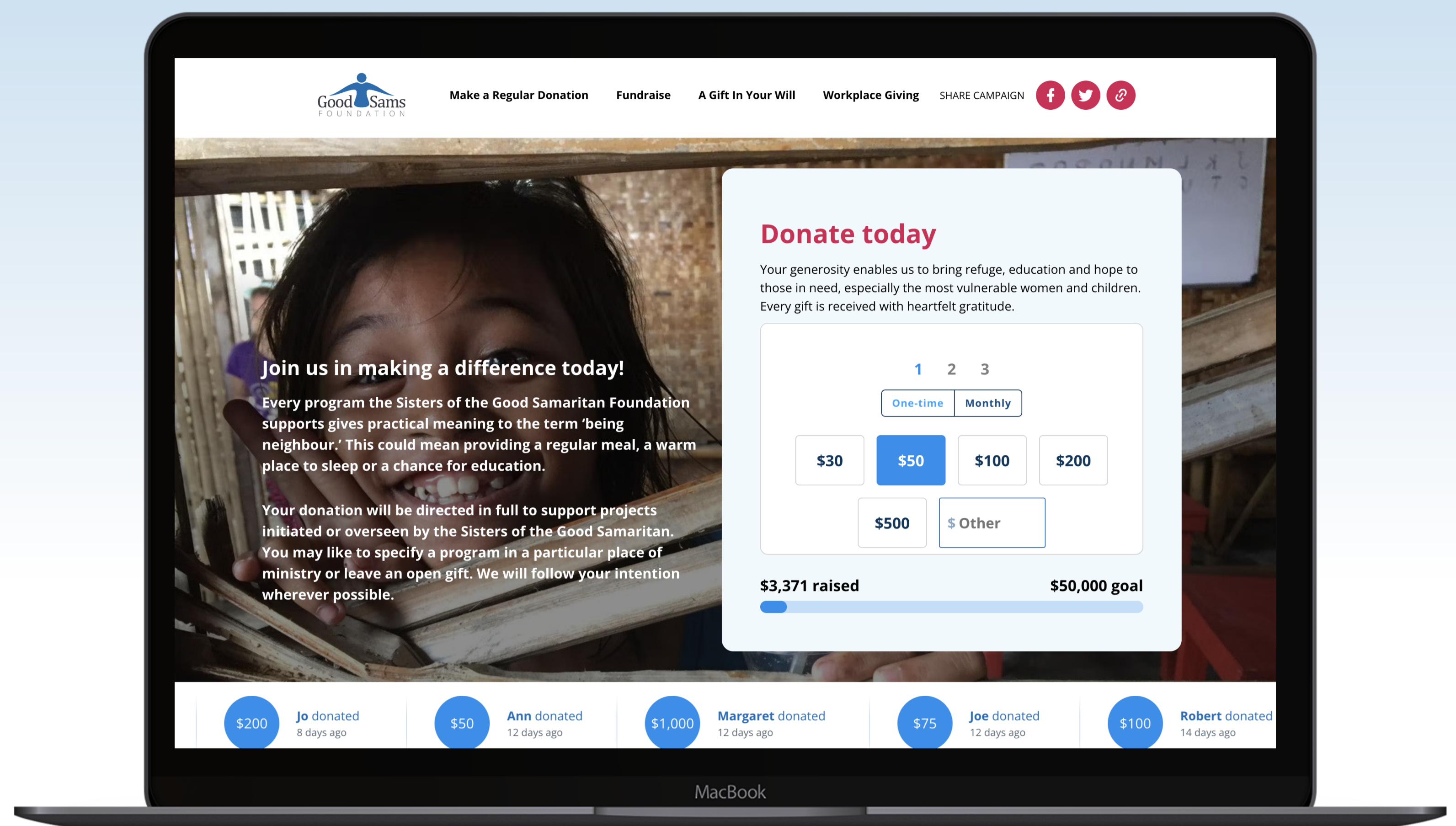
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Challenge

The Sisters of the Good Samaritan Foundation had been using Salesforce since 2015 but the system had not been given any attention for a long time and was in desperate need of an overall.

The team found it difficult to find the right partner, who could provide both Salesforce and fundraising advice suitable for the small size of their team.

Solution

Blaze Your Trail started with a health check, fixing naming conventions and cleaning up data, reports and dashboards. Salesforce was integrated with Xero for simpler reconciliation of income.

Blaze Your Trail built a beautiful new supporter hub on Raisely, accommodating all types of giving including community fundraising, regular giving and special appeals. Donation data now flows into Salesforce in real time via a MoveData integration. Extension flows were added to track additional information about donor preferences.

S-Docs was implemented to support the sending Annual Tax Statements to regular donors by post and email. Duplicate Matching Rules were reviewed and improved to reduce the number of duplicate records being created.

Benefits

Confident users

The team feels more confident in Salesforce, thanks to regular training during the project, and they can see opportunities for development of their fundraising capabilities.

Fundraising growth

The Foundation can see opportunities for development of fundraising capacity. The new donation platform allows for one-off and regular giving, annual giving days with matched gifts, peer-to-peer, event and community fundraising, as well as traditional appeals. The integration manages all hard and soft credits for donors and fundraisers.

The right size of support

Catherine reported a reduction in stress knowing there is a support team behind her. Not only was the service the right offering for a small charity, but Blaze Your Trail opened their eyes to more of the opportunities Salesforce provides.