



Salesforce NPSP Provides Single Source of Truth for Fundraising Activities

THE CHALLENGE

People Serving People manages the largest and most comprehensive emergency shelter for families experiencing homelessness in Minnesota and serves as a dedicated leader in homelessness prevention. They had a vision to grow their capacity to serve their community, but the current state of their technology tools posed many challenges to accomplish their vision. Their challenges included:

- Development and volunteer data was scattered across a failing and inflexible Microsoft Dynamics® database, multiple spreadsheets, personal emails and other siloed systems which prevented the team from collaborating in their work with donors and volunteers.
- Time spent on administrative tasks was taking time away from higher value fundraising activities.
- Management of grant writing, which funded many of their programs, was done with spreadsheets which took a great deal of administrative time and made reporting very challenging.

THE SOLUTION

People Serving People engaged Redpath to customize Salesforce NPSP as a single source of truth — all their documentation was available in one place — that could be used uniformly across the Development team to gain a 360° view of their constituents and optimize staff time. Redpath worked with People Serving People to create a system that:

- Leveraged Salesforce integrations with Classy, Outlook and MailChimp to automatically consolidate event registrations, online giving and communications into Salesforce as a single source of truth.
- Streamlined the full cycle of tracking a donation from the point of request all the way through to reporting on those gifts.
- Created an automated process to efficiently manage tasks assigned to a constantly rotating staff of intern grant writers.

“Working with Redpath to implement Salesforce has increased our fundraising capacity and data accuracy exponentially.”

- Amanda Skorich
Institutional Giving Officer

THE RESULT

The People Serving People Development staff now has a centralized work center in Salesforce NPSP that has allowed them to:

- View each constituent’s giving history, event attendance, volunteer engagements and history of communication in a way that can be easily viewed and reported upon by all team members.
- Reduced time spent on administrative tasks by an estimated 10%, allowing for staff to focus on higher value tasks and engagements.
- Efficiently manage a rotating staff of grant writing interns with automated deliverable creation and easy tracking, thus allowing more time to be spent on valuable grant writing tasks.

NEXT STEP

Redpath has proven success methodologies to help you as your nonprofit evaluates digital strategies to manage fundraising. Reach out to us and we can discuss your best path to success.