DREAM on 3

uses
Jotform & Salesforce
to help make dreams come true

Industry
Nonprofit

Company size
Medium

Use cases
Online forms and surveys, event management, event coordination, and donation management

ABOUT

Since 2013, Dream on 3 has granted sports dreams to kids ages 5 – 21 who have life altering or life threatening conditions. The organization partners with hospitals or other nonprofit organizations on referrals for young people they feel could use some hope and encouragement from realizing their "dream."

Working with the families of these youngsters ahead of time, Dream on 3 gets to know everything about them, including their favorite foods and hobbies. The organization then surprises the kids and flies everyone out to visit with the team or athlete they've always wanted to meet, making for a unique, once-in-a-lifetime experience.

CHALLENGE

To pull off these dream experiences (everything from football to surfing), Dream on 3 needs to coordinate and manage a ton of logistics, internal/external contacts, and tasks.

In the past, applications from families and donation forms from suppliers were handwritten, which led to inaccurate data entry and took extra time at multiple points along the process.

When those forms were finally ready, Amelia White, Dream on 3's operations manager, would then manually input that information (up to five pages of data) into Salesforce, which the organization used from day one to house partner contacts and assets associated with dream experiences, events, donations, and hotel/transportation companies.

While searching for a better post-dream survey process, Dream on 3 found Jotform. In an effort to digitize the application process, the team realized the two solutions could work in tandem.

See how nonprofits work with Jotform

Learn more
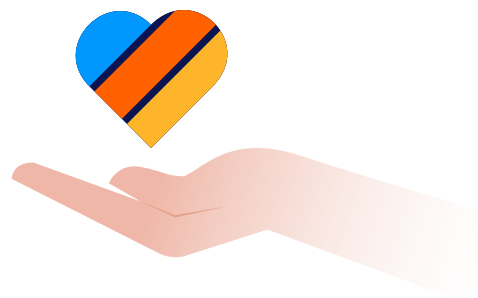
SOLUTION

Dream on 3's Salesforce consultants got up to speed on Jotform and quickly digitized the application process while integrating forms with Salesforce.

They created all the fields on the application in Salesforce, so when there's a submission it automatically pings Salesforce, creating a campaign for a given dream experience and contacts for the kid and everyone else involved.

The simple act of digitizing the main application has been a lifesaver for White and the families Dream on 3 serves.

"Being able to send them a link for the Dream experience has made it a quicker process for everybody involved," says White. "It's a long application and can be so time-consuming…this way they can save their work (in Jotform) and come back to it as their parents are dealing with the day to day."

RESULTS

Fully digital Jotforms now populate all of Dream on 3's fields and campaigns in Salesforce. The team has eliminated not only hard copies but the manual work that comes with them. This has made a big difference for White.

5-10 hours saved per week with automations

Between dream experiences and daydreams (where 15–100 kids are served together), the automations potentially save me 5–10 hours per week.

New process = new template

Anytime we're implementing a new process, my first thought is let me check Jotform. There's probably a template we can use. Most often, we can get it to work through Jotform.

Reallocating time to what matters

Jotform and Salesforce free me to do more productive work. I work with both the Development and the Programming teams…so it's helped me do more things and be involved in some of the more fun stuff associated with work.

— Amelia White, Operations Manager, Dream on 3

JOTFORM FOR SALESFORCE

Jotform for Salesforce makes tasks like digitizing your forms within the Salesforce CRM simple. Map your objects and fields as you're creating your form; when someone submits your form, their data will automatically sync to Salesforce. Learn more!