

The Salvation Army, Central Territory Brings Constituent Data In-House With NGO Connect

Background

Before deploying NGO Connect, two divisions of The Salvation Army, Central Territory were using DonorPerfect to manage fundraising. These divisions were seeking to move to a more intuitive platform with the ability for customization to meet the organization's growing needs. They also needed a platform that could process and store large data volumes.

Since The Salvation Army's territories and divisions operated with a certain level of autonomy to work with the unique needs of the communities they are in, it became challenging to gather cross-divisional or cross-territorial reporting for key insights in organizational health. As part of the implementation, The Salvation Army recognized that they needed to create a consistent model of terminology, best practices, and metrics that could be used at all levels of the organization.

Constituent data was owned and managed by vendors, so staff relied on these vendors to provide them with constituent insights - a timely process that led to additional costs and an inability to view the data at a click of a button.

Solutions

The Central Territory chose NGO Connect as their Salesforce application for constituent management and fundraising. Salesforce ecosystem partner Appirio engaged to implement NGO Connect, as well as Experian for address verification. roundCorner supported Appirio with the data mapping and migration process and also provided the roundData data warehouse for archival and data management support for mass marketing. While only two divisions launched NGO Connect in October, roundCorner and Appirio worked together with all of the Central Territory divisions to determine requirements and agree on best practices.

NGO Connect has allowed The Salvation Army to rely less on vendors for constituent data management. This has increased self-sufficiency for internal staff, saving them valuable time and providing them with state-of-the-art technology to gain better insights into constituent data.

Ultimately, having NGO Connect as the core constituent management and fundraising solution enables The Salvation Army with a single source of truth. With all data in one place, staff can be more agile and adaptable in their fundraising strategies and operations.

roundCorner and Appirio have begun the next phase of Central Territory's transition, bringing constituent data in-house for the remaining divisions.



About The Salvation Army

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Founded in 1865, the organization is dedicated to doing the most good, bringing salvation to the poor, destitute and hungry by meeting both their physical and spiritual needs.

About roundCorner

roundCorner is dedicated to helping enterprise nonprofit organizations, higher education institutions and foundations become truly constituent centered. We empower our customers with comprehensive fundraising, CRM and grants management solutions built on Salesforce.com, so they can connect with each of their constituents from one single place and better achieve their mission.

roundCorner is a Salesforce Platinum ISV Partner. We are also the first Salesforce.org Platinum App Partner for the enterprise nonprofit and higher education markets in North America and a Salesforce Ventures Portfolio company.