

# nobleCX

Case Study

Helping to implement a CRM that delivers on **Stroke Foundation's** vision to change the lives of Australians.



# Out with the old CRM, in with the new.

The Stroke Foundation had a siloed fundraising CRM system and multiple spreadsheets that created workflow inefficiencies and impacted data integrity. It was affecting partner relationships and fundraising opportunities.

By implementing Salesforce, the Stroke Foundation transformed 20 years of fundraising data by creating an environment where there was a single source of truth.



With a fundraising database that wasn't integrated into other areas of the business and a series of spreadsheets utilised by different teams for donor engagement and reporting, as you can imagine this meant we had data integrity issues. Our business goal was to implement a sophisticated CRM system to alleviate our data issues and enhance our fundraising capabilities. NobleCX, as an expert in the not-for-profit space and cloud specialists, understood our charity's needs. NobleCX helped us move from multiple, legacy information capturing and donor management systems to the recommended platform, Salesforce.

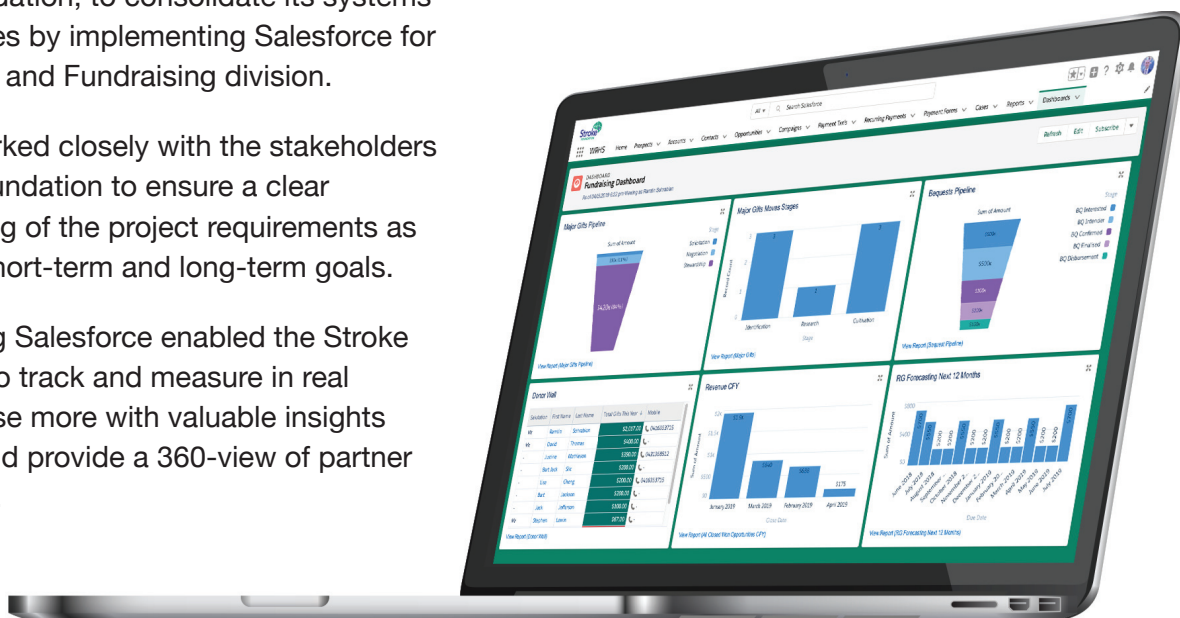
**John De Rango, Executive Director Marketing & Fundraising**

## Salesforce transforms partner relationships and fundraising capabilities.

Stroke Foundation approached NobleCX upon a recommendation, to consolidate its systems and processes by implementing Salesforce for its Marketing and Fundraising division.

NobleCX worked closely with the stakeholders at Stroke Foundation to ensure a clear understanding of the project requirements as well as the short-term and long-term goals.

Implementing Salesforce enabled the Stroke Foundation to track and measure in real time, fundraise more with valuable insights on donors and provide a 360-view of partner relationships.



# NobleCX results

The highly successful Salesforce implementation for Stroke Foundation's fundraising functions provided the organisation with a single source of truth for customer data resulting in a better customer experience and ultimately, improved ROI.







The solution NobleCX implemented solution eliminates the need to track customer information and donations on multiple platforms. This enables staff to have full faith in their data and provides better identification of fundraising opportunities.

All up some **4.5M records** requiring approximately **20GB storage** covering nearly **20 years of fundraising data**, were migrated on time and within budget.

Building on this success, NobleCX continues

to work as cloud specialist partners with the charity, ensuring platform updates and opportunities are maximised.

Post Salesforce implementation, the Stroke Foundation happily reported having migrated approximately:

-  **480K contacts**
-  **656K recurring donation transactions**
-  **2.8M one-off donation transactions**
-  **18K campaigns**
-  **295K notes**
-  **230K tasks**



Like for any not-for-profit, fundraising is important but most important is delivering impact. Salesforce provides the foundation of a flexible platform empowering us to run our organisation more efficiently, effectively and engage more deeply with our partners – which ultimately improves fundraising capabilities and advances our vision of a world free from disability and suffering caused by stroke.

**Emer Jennings, National Manager, Business Operations**



## What's next?

Important missions deserve effective technology. With stroke being one of Australia's biggest killers and a leading cause of disability, it's more important than ever to maintain strong partner relationships and maximise fundraising opportunities. With Salesforce, the Stroke Foundation is now technologically equipped to deliver on their mission of preventing stroke, saving lives and enhancing recovery.

# About the Stroke Foundation

The Stroke Foundation is a national charity that partners with the community to prevent, treat and beat stroke. We stand alongside stroke survivors and their families, healthcare professionals and researchers. We build community awareness and foster new thinking and innovative treatments. We support survivors on their journey to live the best possible life after stroke.

We are the voice of stroke in Australia and we work to:

- Raise awareness of the risk factors, signs of

stroke and promote healthy lifestyles

- Improve treatment for stroke to save lives and reduce disability
- Improve life after stroke for survivors
- Encourage and facilitate stroke research
- Advocate for initiatives to prevent, treat and beat stroke
- Raise funds from the community, corporate sector and government to continue our mission

## About NobleCX

Noble CX is an Australian-based cloud solutions specialist. We partner with organisations of all sizes and industries to deliver customised systems solutions – so you can work faster and smarter. Our salesforce.com certified team is committed to helping you get more from your investment with Salesforce.

We take the time to listen to your unique business challenges and then respond with the best possible solution.

Some of the benefits of partnering with NobleCX:

- Our extensive range of services ensures we can support almost any business challenge.
- Direct support from Australian-based Salesforce Certified Consultants and Administrators.
- Maximise your investment in your systems solution. By partnering with Noble CX, we can help you take advantage of features and functionality of your system to increase your ROI.