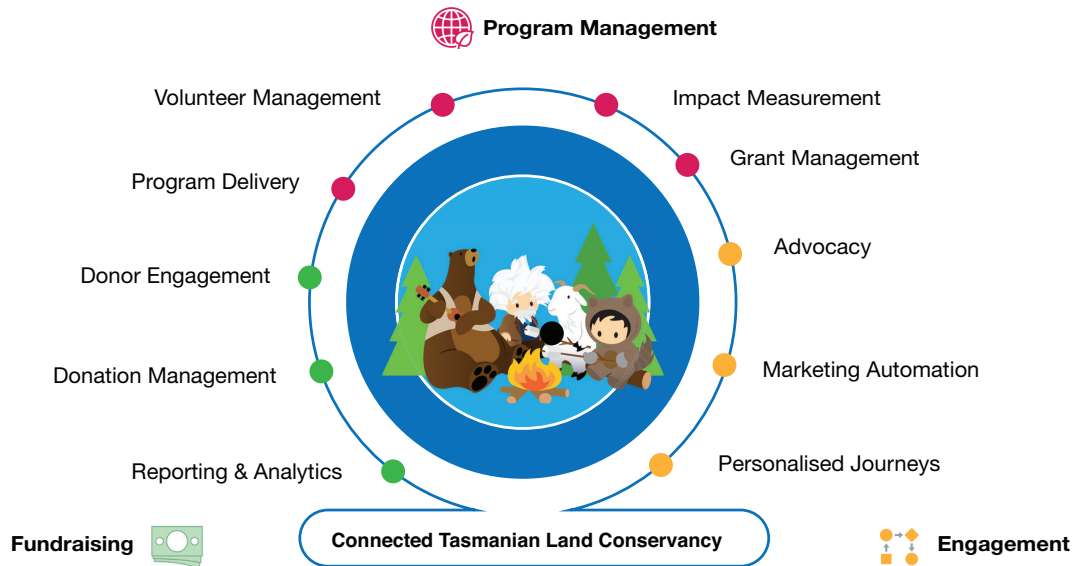


A scalable platform that empowers the **Tasmanian Land Conservancy** to run the organisation more efficiently resulting in deeper constituent engagement.



The foundation for a connected Nonprofit

After years of using a legacy system, the Tasmanian Land Conservancy (TLC) identified the need to move to the cloud. As a growing nonprofit with multiple teams, the organisation didn't have a centralised system and data wasn't being shared across programs. Poor data management meant inefficiencies were hampering growth and the ability to scale. Frustrated with inflexible, infrequent updates, and a legacy system that didn't integrate with other tools, the TLC looked to Salesforce as the solution.



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Our old CRM, with its rudimentary application, poor integration with our communication platforms, and subsequent low adoption rate, was impacting our ability to represent and manage the diverse interactions we have with our donors, and within teams.

Emma McPhee, Program Support

Building relationships and honing efficiencies

The TLC's previous CRM system had evolved over many years with different users developing different protocols. Data was inconsistently stored with inadequate reporting capabilities. There was also minimal integration with other systems, which led to workflow inefficiencies.

At its core, Salesforce serves as the TLC's constituent relationship management (CRM) tool.

Understanding prospect and donor relationships is extremely important to the TLC's growth and Salesforce provides a holistic view of each member.

NobleCX implemented Salesforce Sales Cloud together with Salesforce Nonprofit Success Pack (NPSP), Volunteer Management, Pardot and successfully unified a wide variety of the tools and processes the TLC had previously relied upon.



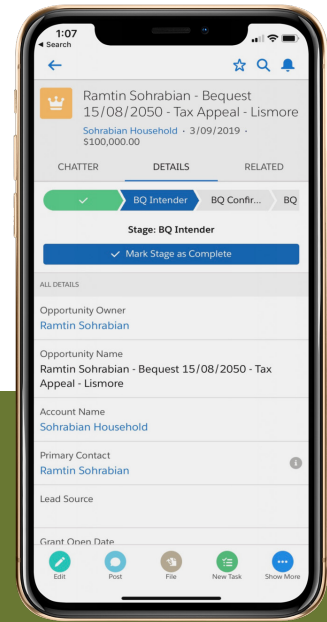
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With Salesforce, we can be confident in the information we have in our system and spend more time and resources on connecting with our supporters.

Margie Jenkin, Manager Philanthropy and Engagement

Mobility has changed the way TLC connects

The mobile Salesforce app has revolutionised the way TLC access their data. The team can be out in the field wanting a contact number, needing to find a fundraising campaign figure for a meeting or about to meet a supporter and wanting to check their giving history – the mobile app puts it all at their fingertips.



It's wonderfully convenient and user-friendly, and we can now work on the run, adding new tasks or activity notes to the CRM before we even get back to the office.

Margie Jenkin, Manager Philanthropy and Engagement

The NobleCX way

Moving systems is a large undertaking. NobleCX worked with the TLC to guide the team through the process with a clear strategy, professionalism and expertise.

NobleCX customised, deployed and facilitated the adoption of Salesforce across the Philanthropy and Engagement teams while designing capabilities to further roll out the system organisation-wide. NobleCX delivered a range of fully tailored services meeting the needs of TLC's supporters and staff.

Through implementing Salesforce, NobleCX enabled the TLC to achieve a streamlined fundraising process that included efficiencies for one-off and recurring donations and receipting. Salesforce is also hosting the TLC's gift in wills, event and volunteering data beside each constituent.

Additionally, Pardot supports the overall TLC marketing strategy by providing richer constituent insights, segmentation, communications and reporting, resulting in a greater ROI.

The solution at a glance

- A system that provides a single view of constituents and supporters
- Developed major giving programs
- Integrated donation forms to process transactions on both the website and via Salesforce
- Integration with a payment gateway allowed processing of fully PCI compliant credit cards
- Automated processes for recurring gifts
- Volunteer Management
- Implemented Pardot, streamlining communications and providing additional supporter engagement metrics



The NobleCX team took the time to understand our business structure, data needs and then developed the very best solutions, tailored to our business. They guided us through the migration process and built elegant solutions within Salesforce to improve our processes.

Emma McPhee, Program Support



About Tasmanian Land Conservancy

The Tasmanian Land Conservancy (TLC) is a for-purpose, conservation organisation that protects nature in Tasmania by buying and managing private land, and working with landholders.

The Tasmanian Land Conservancy (TLC) began in 2001 from humble beginnings and has grown to become one of Tasmania's largest private landowners, working in nature conservation projects across more than 65,000 hectares of land in Tasmania, including King Island. Our vision is for Tasmania to be a global leader in nature conservation. This vision goes beyond our organisation, and we are part of an exciting community of innovators and collaborators in conservation. We work in partnerships where we can, simply because it makes sense.

The TLC is committed to applying rigorous scientific thinking to all our ventures. The TLC's Conservation Science and Planning team are in constant collaboration with other organisations to ensure we are employing the latest and most effective techniques in our work.

The TLC enjoys a strong supporter base and our work is critically enhanced by our community of volunteers who contribute time, skills and expertise to our science, reserve management and governance. We are incredibly fortunate to have been helped along in our work by the extraordinary generosity of their supporters.

About NobleCX

NobleCX 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 NobleCX, we can help you take advantage of features and functionality of your system to increase your ROI.