

# Wildaid

Fundraising done right with Salesforce.

## Client

WildAid works to reduce the global consumption of wildlife products and to increase local support for conservation efforts. Through their high-impact media campaigns, they advocate for wildlife conservation on a large scale and have made a significant impact on the price and consumption of endangered species products.

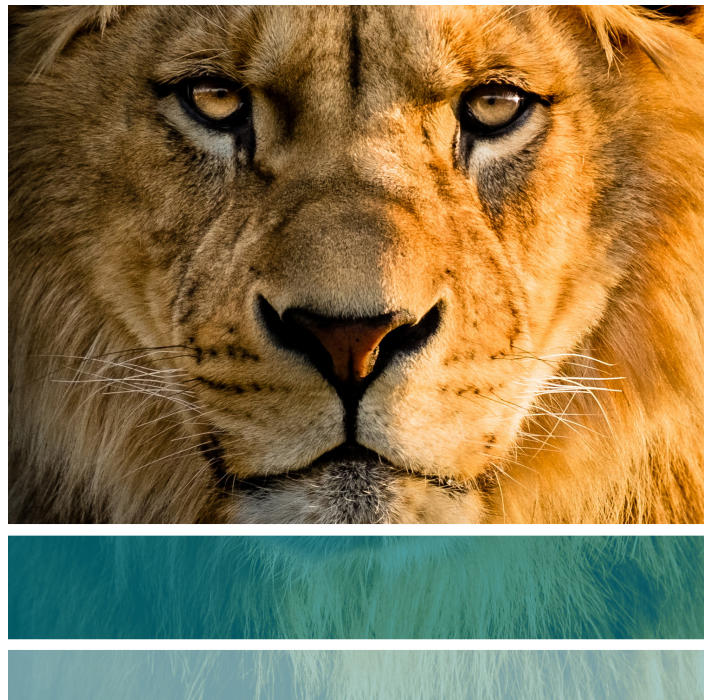
## Situation

Since it was founded, WildAid's donor base had grown rapidly, and it was quickly outgrowing its donor database. Their legacy system did not allow their development team to focus on effective donor stewardship and moves management. Instead, reports took hours to query and export, and excessive time was spent doing manual data entry. Manually processing donations was a major pain point, costing hundreds of staff hours a year, and some donors were never being thanked for their gifts.

## Execution

Dayspring began with a deep-dive review of their DonorPerfect data, evaluating the state of their data and identifying what needed to be cleaned so that only valid, useful data was migrated into Salesforce.

Dayspring then implemented Salesforce with the Nonprofit Success Pack, using its fundraising capabilities to support WildAid's goals. This included setting up General



Accounting Units to track donations to their many programs and Engagement Plans in combination with Levels to facilitate WildAid's moves management strategy for multiple tiers of donors.

Dayspring configured Classy for Salesforce as their integrated online donation system and Apsona Document and Email Merge to support the mass-merging of tax receipts, acknowledgment letters, and year-end letters. Dayspring also configured Mailchimp for Salesforce and a web-to-lead form for their newsletter signups.

With their core system configured, Dayspring migrated their data from DonorPerfect into Salesforce and created key reports to allow them to report on their donor data. Finally, Dayspring provided extensive training and support to ensure successful adoption and end-user success.

WildAid now has beautiful, mobile-friendly donation pages, with donations going automatically into Salesforce rather than needing to be manually processed. Tax receipt and acknowledgment letters are sent out based on clearly defined processes and criteria with the click of a few buttons, ensuring that no donor is left unacknowledged. Reports that used to take hours to put together are done and exported in minutes. WildAid has a modern CRM that allows them to better manage their donors and grow their mission.