alphasys

cure brain cancer foundation

customer story

THE PROJECT

Every year around 1700 people are diagnosed with brain cancer in Australia, and approximately 1200 die from the disease. Brain Cancer kills more children in Australia than any other disease, and more people under 40 than any other cancer.
Cure Brain Cancer Foundation is dedicated to accelerating the development of new treatments to increase five year survival from 20% to 50%.

> " **CANCER MAY HAVE STARTED THE FIGHT BUT WE WILL FINISH IT** "

Walk4 Brain Cancer Virtual

THE CHALLENGE

Alex Dobbing, National Fundraising and Events Manager, talks us through the project. "Walk4BrainCancer is our biggest campaign at Cure Brain Cancer Foundation, and in 2020, due to COVID-19, we decided that we had to make the campaign virtual. This meant that we had even more of a **reliance on clean, accurate data going into our Salesforce instance** in order to deliver timely communications to donors and participants. Having not had the integration between our peer-2-peer platform GrassRootz and Salesforce before, this was a big undertaking to get everything ready for the 2020 campaign launch. As a result of tight resourcing, not only was automating this data into Salesforce extremely important, but ensuring we were capturing key information such as fundraiser URL, fundraising amount and other key information to ensure our communications were personalised and accurate."

HOW WE'VE HELPED

"**AlphaSys** re-implemented our Salesforce using their **Fundraising Accelerator**, establishing a solid foundation and data model. They could then create the GrassRootz integration, so all the event data synced and mapped into Salesforce, allowing us to pull all of the information into our comms channels in real time, create personalised journeys and content for our supporters. We now get our comms out quickly and promptly after registration and avoid hours and hours of manual work on spreadsheets, and long delay for our supporters. **AlphaSys really went above and beyond** to understand the importance of the biggest ever campaign for the organisation, in a time we were very concerned about COVIDs impact, and worked overtime to ensure it was ready to go for our launch. One of my most proud moments was **seeing our data go into Salesforce, in REAL TIME from a third party platform,** something we've never had before."
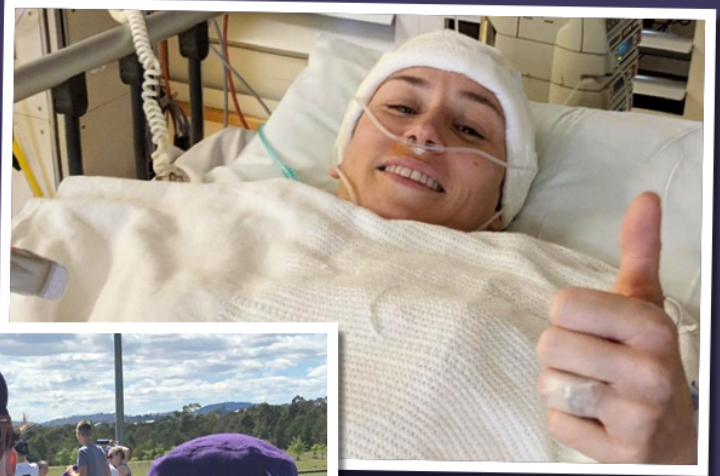
THE IMPACT?

Walk4BrainCancer has raised $1.6million, with 5500 people registered to walk, and over 23,000 donations. A huge success for our first ever virtual campaign. With our data going into Salesforce in real time, reporting on our outcomes and successes, as well as being able to send personalised emails to our walkers, it has really amplified the opportunities for our campaigns moving forward into the future.

PROJECT INSIGHTS - ALEX DOBBING

"Working with AlphaSys has been an absolute pleasure. Dan and Andrew have really taken the time to understand our organisation, how it works and where we're heading. Their knowledge and expertise of the not-for-profit sector and best practise when it comes to Salesforce and it's integration possibilities has really changed the game for us."

PROJECT INSIGHTS - DAN GODDEN

"What a privilege to be part of this successful campaign and partner with such a great organisation! It was great to top off the project with the GrassRootz integration. The result shows how powerful the solid foundation of our Fundraising Accelerator built on the Salesforce platform can be, when combined with the effort and enormous talent of Alex, Jen and the rest of Cure Brain Cancer's fundraising and events team!"

"We are desperate to help find a cure, not just for me, but for all the families that are impacted by brain cancer."

Walk 4 Brain Cancer Virtual

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Non Profit Cloud

Fundraising

For more information on how AlphaSys could help your nonprofit with Salesforce, get in touch here or email info@alphasys.com.au