

Nonprofit Deepens Donor Relationships with Customer Salesforce Integration

Challenge

With a lack of synchronization between their Salesforce instance and the national Matchforce database, Big Brothers Big Sisters of Central Arizona were losing a lot of time to manual processes and tracking. In addition, the lack of real-time data resulted in lost opportunities to deepen donor relationships.

Solution

BBBS of Central AZ partnered with MST Solutions to synchronize their system with national headquarters Matchforce technology, provide real-time data about donors, volunteers, and community programs, and eliminate manual tracking.

Results

With a 360-degree view of their operations, BBBS of Central AZ recaptured hours wasted on manual processes, gained vital insights into volunteer relationships, and increased community outreach efforts.



**System Integration
& Synchronization**



Right-Sized Solutions
(Project Timeline: 1.5 months)

KEY OUTCOMES

360-degree view of
chapter initiatives

Vital insights into
volunteer relationships

Integration with national
headquarters Matchforce
technology

Real-time documentation
with clean, reliable data

By partnering with MST Solutions, Big Brothers Big Sisters of Central Arizona synchronized critical, real-time data, managed donor programs and volunteers more efficiently, and improved community outreach.

Success Story

