

Case Study:

San Antonio Food Bank



“During the COVID-19 crisis, having the CRM and fundraising technology already in place was a godsend.”

Michael Guerra
Chief Resource Officer
San Antonio Food Bank

Before the Coronavirus swept through the country and millions were left unemployed, a typical giveaway for San Antonio Food Bank would serve 200 families with the help of 20 volunteers.

Leading up to a giveaway at the Alamodome on Friday, April 17, 2020, they were prepared to hand out food to more than 2,000 households while managing 400 volunteers.

The staggering increase in numbers could be seen in the rows of cars lining up, some camping out overnight in the hopes of receiving food. And the lines kept increasing with each giveaway, demanding more of the food bank to maintain funds, food, and volunteer support.

Digital Transformation Process

Beginning in 2018, San Antonio Food Bank began a process of digital transformation. The effort focused on two priorities, enhancing digital fundraising efforts and improving the volunteer management experience. In partnership with Heller Consulting, we developed a CRM ecosystem that placed Salesforce’s Nonprofit Success Pack (NPSP) at its center. Additional tools and functionality were then integrated including Volunteers for Salesforce to transform their volunteer tracking, FormAssembly to create custom volunteer sign up experiences, and Rallybound to allow San Antonio Food Bank’s development team to improve the online donation interface.

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Integration Was Key

With these systems in place, they are now able to lean on the technology to support their efforts during the fallout from COVID-19. The volunteers have found the user side helpful and easy, allowing them to sign up and move shifts in real time.

With the integration of NPSP, Mr. Guerra explained that now his staff is able to connect volunteer records with donor records to get a more complete view of individuals interacting with the organization.

Speaking about the data the food bank will have after waves of increased donations and volunteers, he noted, "We'll have great information about the donor and the volunteer and see when they are one in the same."

Bringing the Community Together to Raise Funds

Calling on faith communities in San Antonio, the food bank created "A Day of Prayer and Fasting" for Good Friday through Easter Sunday. Using Rallybound, they created a fundraising landing page.

Churches then created subpages complete with videos and sent those links out to their specific congregations, asking the communities to give meals they were fasting to those who are going without food due to economic hardship.

The "All Faiths Fasting Friday" effort paid off, raising more than \$78,000.

Individuals were also easily set up on Rallybound. One entrepreneur asked for a landing page with the goal of fundraising \$100,000 and quickly surpassed that, raising over \$250,000.

Heller Consulting

We're committed to helping nonprofits make the most of their technology.

Since 1996, Heller Consulting has been focused on helping nonprofits help others by developing and implementing technology strategies. We provide the streamlined solutions that enable nonprofits to spend more of their time working with people, not their IT platforms.

After working with over 1,000 nonprofits around the country, one thing hasn't changed — our passion for helping clients utilize the right technology strategies and systems to significantly expand the impact of their vital missions. Our team of experienced nonprofit solutions experts love to help organizations find a better way of using technology to manage fundraising activities, donations, volunteer activities, program services, and outreach.

We take the time and make the effort to fully engage all stakeholders in the development and implementation of CRM planning strategies and we believe it's just as important to carefully consider the system users as well as the constituents benefiting from it.

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