

CASE STUDY

Thurgood Marshall College Fund

Supporting HBCU Students with NPSP

Goals

Update systems and business processes to better engage with donors

The Thurgood Marshall College Fund (TMCf) is the nation's largest organization exclusively representing the Black College Community. Founded in 1987 and named for the U.S. Supreme Court's first African-American justice, Thurgood Marshall, TMCf provides students with the opportunities and tools necessary to achieve success in their journeys to college and into their careers. TMCf seeks to change the world... one leader at a time.

TMCf sought to fully leverage Salesforce in order to achieve its fundraising targets and inform sophisticated development efforts with centralized, high-quality data. This project included:

- Converting the existing Salesforce Sales Cloud instance to the Salesforce Nonprofit Success Pack (NPSP) to better track relationships and engagement with key donors.

- Updating TMCf's business processes to better leverage NPSP's native functionality for donor management and fundraising.
- Partnering with Fíonta to continue to support and enhance the TMCf's Salesforce journey.



TMCf has seen explosive growth over the past two years, and it has been critical to manage our data effectively. Fíonta has helped us streamline our process to better manage our relationships, track opportunities, and share information with donors and internal staff.

Betsy Burton-Strunk

Vice President, Development

Thurgood Marshall College Fund

Challenges

New donor relationships needed to be tracked in a single system.

- TCMF was using Salesforce Sales Cloud to manage account-level information and contact records but needed a way to better track fundraising and development data from a central source.
- Historically, TCMF's primary source of funding had been its corporate donors, and the organization needed to put a system in place that could assist in developing and managing relationships with that critical donor base as well as with a growing number of individual donors.
- TCMF's data needed overall review for hygiene and ongoing data storage. Management processes needed to be reviewed and updated based on best practices.



Customized Salesforce dashboards give the Development team real-time insight into fundraising performance by campaign.

Solutions and Results

Salesforce NPSP enables TCMF to manage donors holistically.

Collaboration

Fíonta worked closely with the TCMF team to understand and refine business processes.

Transition Support

Fíonta implemented and enhanced NPSP to meet TCMF's needs for tracking both corporate and individual donors; upgraded to Salesforce Lightning.

Data Migration

Added several years' worth of individual donations and used GAUs and Campaigns to allocate and track funds.

Third-Party Apps

Implemented Apsona for data deduplication and document generation, and integrated existing MobileCause and Double the Donation solutions with Salesforce NPSP.

Ease of Reporting

Curated reports and dashboards to better visualize data and leveraged Guidance for Success on Opportunities to support internal users.

TCMF now has a reliable central source of data to power its development and fundraising efforts at scale, with ongoing training and refinement from Fíonta as needed to ensure that the TCMF team can maximize efficiency using the Salesforce platform.

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