

CASE STUDY

Literacy Council of Northern Virginia

Powering low-cost English language and literacy classes with Salesforce

Goals

Modernizing outdated tools and manual processes.

The Literary Council of Northern Virginia (LCNV) serves 1,500 adult learners each year with low-cost, open-enrollment general English language instruction, targeted literacy skill development, and language for career-specific pathways at 14 classroom locations throughout Northern Virginia and online.

LCNV was using a legacy Access database and Excel spreadsheets to track student, donor, teacher, and volunteer activities, communications, and engagement. Disparate tools and workarounds led to siloed data, so that staff processes were difficult and comprehensive reporting and analysis virtually impossible.

LCNV sought a modern, extendible solution that would streamline processes for different user groups and add self-service functionality for teachers and students while bringing all data into a central source of truth.

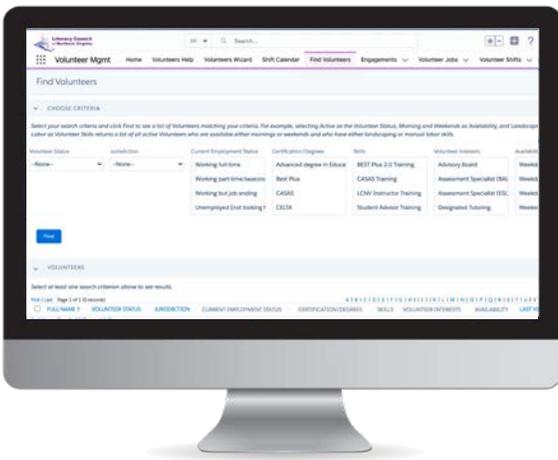


With our new Salesforce infrastructure in place, LCNV staff, teachers, and volunteers have decreased the time they need to spend on recording and reporting – freeing resources to focus on the mission and work of empowering low literacy and immigrant adults.

Challenges

Data hindrances and inefficient processes.

- Outdated Microsoft Access database prevented streamlined data entry, and daily tasks for all literacy services required manual manipulation.
- Database limitations caused significant amounts of duplicate data, hindering data clarity and reporting.
- Spreadsheet-based process for volunteer management was inefficient and difficult.
- Donor tracking, prospecting, and fundraising efforts were not fully integrated.



Staff can search for volunteers with Volunteers for Salesforce and an easy-to-use matching wizard.

Solutions and Results

360-degree view of constituent activity.

The Power of Salesforce.org

Higher Education Data Architecture (HEDA) and elements of the NPSP accommodate Services and Cultivation and meet LCNV tracking needs.

Streamlined Donation Path

Donations are now tied to the appropriate entity, enabling a clear view of an Organization's or Individual's donation history, cumulative reporting, and donor cultivation.

Online Communities

Salesforce Experience Cloud eliminated the use of paper to communicate classes and student rosters to teachers and provides an easy online method for adding, tracking and viewing course hours, test scores, and goals for each student.

Third-Party Apps

A number of value-added Apps, including GridBuddy, iATS, Drawloop, Matching Gifts, Volunteers for Salesforce, Demand Tools, and DupeBlocker, were integrated to extend native Salesforce functionality.

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