



ELEVATING ADVOCACY WITH SALESFORCE

Concerned Veterans for America (CVA) is a nonprofit staffed by veterans from every branch of the uniformed services. They are committed to the historical promise of our nation: that all Americans have an equal opportunity to pursue prosperity.

CHALLENGES:

CVA depends on a network of volunteers across America but these grassroots campaigners had no online forum to connect, plan, or sign up for events. With the 2016 Tour of Duty initiative approaching, they needed a solution to inspire and manage volunteers effectively.

Engagement

CVA's existing Salesforce system did not fully leverage its capabilities, limiting volunteers' active participation online and impeding collaboration and event sign-ups.

Coordination

Team leaders faced access limitations, resorting to using full-time employees' credentials for routine tasks.





SOLUTION:

Aptaria implemented two Salesforce communities, a customer community for volunteers and a partner community for local team leaders, offering cost-effective and tailored access.

Volunteer Community:

- Facilitated seamless online collaboration through message boards and streamlined event registration.
- Introduced engaging gamification features, recognizing volunteers with medals and points for advocacy activities.

Team Leader Community:

- Provided efficient access to view and update information, eliminating the need for full Salesforce licenses and optimizing cost-effectiveness.

RESULTS:

- Over 1,000 volunteers signed up within the first week of launching the Tour of Duty community.
- For part-time employees, saved approximately \$12,400 annually vs. full Salesforce licenses.



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