CCF - Salesforce (CRM, NPSP & Marketing Cloud)

Crohn's & Colitis Foundation is a volunteer-driven, non-profit organization, working tirelessly to improve the quality of life of those suffering from Crohn's disease and ulcerative colitis. It has been a leader in IBD research to find cures; and continues to empower patients and caregivers and educate health professionals for over 50 years.

Problem Statements

- All education workshops, informational programs, fundraising events etc were spread across multiple microsites hosted on Blackbaud CRM which involved significant license costs and payment gateway charges
- Lack of a understanding of user behaviour and a personalised experience for different types of users across all digital channels
- Lack of a centralised repository, customization of features and inadequate customer support in the legacy CMS+CRM
- High Costs, limited infrastructure and single tenancy of IBD Plexus, with a complex data model and limited options of data extraction and analytics. No compliance with FHIR/HL7 standards

Solution

- Salesforce CRM solution developed on NPSP (Non-Profit Pack) with integrations to various Donor Portals, AWS, etc
- Salesforce Marketing Cloud solution along with Interaction Studio integrated with Drupal CMS for Content recommendations

Business Benefits:

- Unified view of Donors, Volunteers, Organizations along with City and State Chapters via Constituent 360
- Evolved marketing strategy including email, web & social platforms in accordance with market research and current marketing data analysis
- Enhanced user management experience by capturing user data leading to increased user sign ups

- Increased engagement with personalized emails across all channel and data segmentation for automated email campaigns
- Effective data management from a single source
- Ability to capture, organize, and share massive amounts of data for insights into causes and new treatments by building out capabilities like Multi-tenancy, data acquisition, querying and visualization