

# Creating a Donation Management Platform for a Healthcare Nonprofit

Project Sunshine operates programs in 5 countries, impacts over 150,000 pediatric patients and their families, and provides meaningful community service opportunities to over 18,000 volunteers. They work to raise awareness for the emotional needs of children facing medical challenges and their often forgotten caregivers.

## Supporting pediatric patients and families

Project Sunshine's goal is to help bring pediatric patients and their families a sense of joy and normalcy during hospital stays or extended waits by delivering packages of happiness — in the form of craft projects, journals, coloring materials, and other hands-on experiences — to the youngest of patients. However, their existing methods for tracking and managing donor and volunteer information and activities was lacking.

## Managing multiple needs with Salesforce

When Project Sunshine and Silverline joined forces, Project Sunshine was using an NPSP Enterprise edition of Salesforce Sales and Service Clouds to track volunteer information and program activities. They were also interested in using Salesforce to manage donations, donor information, and grants.

### To address all of Project Sunshine's needs, Silverline:

- Created a Donation Management Application on Lightning
- Installed Classy for online donation tracking
- Developed assets to help NPSP users easily discover trends, whitespace, and deep fundraising event analytics

In addition, Silverline personalized pages for donors and volunteers, which featured key insights into their relationships as well as recorded historical activities. Finally, Silverline imported historical donor data — spanning a 5-year period — from existing spreadsheets, which enabled Project Sunshine to run real-time analytics on donor data, households, and corporate donations programs/matching.

## One database to streamline all donor activity

Once Salesforce became the database of record for all donor, volunteer, event, and in-kind inventory tracking, the Project Sunshine marketing team used marketing automation to create targeted and personalized donor campaigns based on giving levels and prior donation history.

“Working with Silverline has been a dream from start to finish,” says Katy Kienitz, Director of Corporate Partnerships at Project Sunshine. “Not only did they help us customize Salesforce to match our fundraising and communications needs, but the staff has been such a pleasure to work with. It is clear Silverline takes great care in hiring the most knowledgeable and professional team who also care about doing good in the world. After our pro-bono work with their teams, we have been excited to engage Silverline employees in an ongoing volunteer program where individual team members can give back to the patients and families we serve at Project Sunshine.”



## About Silverline

Silverline is a Salesforce Platinum Partner with deep expertise in the Financial Services and Healthcare industries. Our Industry solution combines Strategic Advisory, technical implementation, and ongoing Managed Services to enable organizations to achieve maximum value with the Salesforce platform. Silverline also offers CalendarAnything, a popular AppExchange application, and Fullforce-certified accelerators.