![CRITICALRIVER]

Real-Time Donor Intelligence Accelerates Non-Profit Fundraising

The Customer

The customer is a California-based private foundation with a mission to instigate transformative social change. They achieve this by investing in, connecting with, and championing social entrepreneurs and other innovators who collectively advance bold and equitable solutions to the world's most urgent challenges. Their grants and investments are aimed at combating global poverty.

The Challenge

The non-profit foundation faced the challenge of finding a reporting and analytics tool to gain insights from diverse data (donors, events, candidates, awardees, etc.). Their goal was to enhance fundraising and award distribution effectiveness.

The Solution

Having just completed a project to centralize much of the Foundation's data into a Salesforce Communities data repository, CriticalRiver implemented Salesforce Einstein Analytics to convert that data into actionable information.

The Results

- Built a Cloud-based BI platform with effective data integration
- Leveraged Big Data structures and in-memory reporting to enhance flexibility and speed of data access and analysis
- Worked with foundation to develop KPI's and analysis models
- Created intuitive dashboards that enabled business users view summary information or drill down to more granular levels of detail
- Implemented Salesforce security features to ensure data is protected and accessible using roles-based permissions
- Adapted all dashboards to be mobile-compatible
- Delivered end-user documentation and training

Impact Delivered

- 50% faster data access
- 30% increase in fundraising effectiveness
- 40% increase in user engagement

Solution Components

- Salesforce Einstein Analytics