Industry - Nonprofit

Products Used - Nonprofit Success Pack (Integration)

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Nonprofit Success Pack
(Integration)

Cake4Kids is a Nonprofit that provides free birthday/ celebration cakes to at-risk and underserved children who may not otherwise have the opportunity to celebrate their special day. The organization is based in California and maintains 20+ chapters across the United States.

Challenge

Cake4Kids sought to streamline its operations and improve its understanding of donor and event data by integrating two third-party fundraising applications — DonorBox and OneCause — with Salesforce's Nonprofit Success Pack (NPSP). Before this initiative, Cake4Kids faced significant challenges:

- Donor and event data were spread across multiple disconnected systems, creating fragmented insights.
- Nonprofit employees lacked a unified view of donor behavior, making it difficult to analyze the effectiveness of fundraising campaigns and events.
- The absence of centralized data hindered the organization's ability to track donations accurately, manage events efficiently, and produce comprehensive reports.

By integrating NPSP with DonorBox and OneCause, Cake4Kids aimed to consolidate constituent data, empowering its team with a centralized platform for enhanced visibility and streamlined management of donations and events.

"Gerent listened to us and provided a structure for the engagement that met our resource constraints and needs. They were very flexible when our resources were not available as scheduled. They also were able to pivot during the project when outcomes determined a different path. We are so grateful to Gerent for sticking with us through this project that returned excellent results. The team was professional, knowledgeable, easy to work with, responsive and patient with us."

Value Delivered

After connecting with Cake4Kids to clearly understand their practical needs, Gerent enrolled the organization into *Gerent Mission Possible*: a program designed to help nonprofits propel their missions forward with Salesforce implementation, consulting services, or cybersecurity assessment. Our team:

- Integrated DonorBox and OneCause into Cake4Kids' Nonprofit Success Pack (NPSP) instance, creating a unified, streamlined view of their constituent data

- Set up reports and dashboards to enable easier tracking of Cake4Kids' campaigns, events, and opportunities.

Results

Equipped with a holistic, data-driven view of their community, Cake4Kids can now make informed decisions to advance their mission and strengthen donor relationships. This project has allowed the Nonprofit to:

- Generate real-time, customized reports on donor activity, event participation, and fundraising performance

- Use data-driven insights to guide strategic decision-making

- Engage supporters more effectively