INDUSTRY | NONPROFIT (YOUTH MINISTRY)

CrossNet
MINISTRIES

CrossNet Ministries provides safe places for youth to grow, learn, and have fun while experiencing the love of God. The Nonprofit serves Eastern Lancaster County (ELANCO), Pennsylvania, focusing on four key program areas: Youth, Food & Nutrition, Social Services, and Community.

PRODUCTS USED

Nonprofit Cloud (Program Management)

Challenge

CrossNet Ministries sought to harness the power of Salesforce Nonprofit Cloud (NPC) to revolutionize its operations. Their primary goals were to:

- Enhance staff efficiency by streamlining workflows and reducing manual processes.
- Improve reporting accuracy to deliver reliable insights with ease.
- Minimize the time and effort required for reporting by consolidating data in a centralized system.
- Increase visibility into program operations and achievements, empowering leadership with real-time, actionable insights.

Prior to adopting NPC, the organization faced significant operational hurdles:

- Fragmented Systems: CrossNet relied on three disparate technologies to manage their programs, leading to inefficiencies and inconsistencies.
- Reporting Limitations: Generating comprehensive, up-to-date reports was impossible, hindering data-driven decision-making.
- Manual Data Management: Programs were primarily managed through Excel spreadsheets and various disconnected systems. This approach required extensive manual updates, ongoing maintenance, and tedious tracking, all of which drained valuable staff time and increased the risk of errors.

Solution

We empowered CrossNet Ministries to achieve critical operational efficiencies and unlock robust, real-time reporting capabilities through NPC. Leveraging our proprietary Accelerator, the team delivered tailored solutions to meet the Nonprofit's unique needs:

- Implemented Salesforce's Program and Outcome Management modules, providing a centralized platform to monitor program performance and measure impact.
- Streamlined operations by consolidating three disparate systems into a unified Salesforce environment, enhancing data accessibility and eliminating redundancies.
- Established advanced reporting capabilities within Salesforce, enabling the organization to generate comprehensive, up-to-date reports with ease.
- Designed a custom sharing model for notes and programs, ensuring sensitive information remained confidential while enabling secure collaboration when necessary.

Outcome

Post-project, our client is able to:

- Enhanced Reporting Capabilities: The organization can now efficiently generate accurate compliance reports across five programs and over 100 benefits, ensuring regulatory requirements are met with ease.

- Unprecedented Visibility: Leadership gained game-changing insights into team activities, enabling them to better support both volunteers and staff with the data and resources needed to succeed