

INDUSTRY | NONPROFIT (SOCIAL SERVICES)



Heritage of Pride (HOP), doing business as NYC Pride, is a non-profit organization that plans and produces the official New York City LGBTQIA+ Pride Week events each June. Heritage of Pride works toward a future without discrimination where all people have equal rights under the law.

Challenge

As the organization transitioned from NPSP to Nonprofit Cloud, they also needed to migrate from Marketing Cloud Account Engagement (MCAE) Classic to a Lightning-enabled MCAE instance to fully align with their new architecture and better support volunteer outreach.

- Disparate volunteer data – Information was spread across legacy systems, making it difficult to create a unified view of each volunteer's history and preferences.
- Outdated MCAE Classic – The classic instance lacked modern functionality and could not integrate effectively with the new Lightning-based Nonprofit Cloud.
- Manual communications – Volunteer outreach required significant manual effort, with no automated journey capabilities.
- Limited engagement insights – The team lacked visibility into email performance, engagement rates, and volunteer behavior, making it hard to optimize campaigns.
- Non-integrated third-party tools – External applications used for events and volunteer scheduling were not connected, resulting in duplicated effort and data silos.
- Lightning Builder not enabled-The Email Landing Page Lightning Builder features were not activated, limiting the team's ability to design and deploy modern, responsive outreach materials.


Solution

NYC Pride collaborated with us to implement and migrate Marketing Cloud Account Engagement to:

- Seamlessly integrate between Nonprofit Cloud and MCAE, enabling a unified view of volunteer engagement across programs.
- Automate personalized volunteer communications, reducing manual effort and improving responsiveness.
- Real-time engagement analytics, allowing the team to track open rates, clicks, and volunteer interactions to optimize outreach.
- Scalable communication framework, supporting future growth and more complex volunteer journeys without additional overhead.
- Integration of key third-party tools
- With Lightning Builder enabled, the team now has access to a more intuitive platform that doesn't require any HTML/coding to create content



PRODUCTS USED

 Marketing Cloud Account Engagement

Outcome

By the end of the project, NYC Pride could:

- Strengthen relationships with volunteers through personalized, timely communication and engagement journeys
- Streamline volunteer onboarding and coordination with integrated tools that reduce manual processes
- Enhance volunteer experience and impact by delivering clear, consistent messaging and meaningful touchpoint

