INDUSTRY | NONPROFIT

careSM (Phase 1)

CARE Australia is a leading international aid organization. It encompasses 21 federation members working in 104 countries and provides education & training, healthcare, clean water, nutritious food, and emergency relief to 2.7 million people across 25 countries.

Challenge

CARE Australia needed a robust payment management framework to manage the high volume of donations and pledges typically received during its peak fundraising season (Nov/Dec).

- The aid organization had Salesforce; however, the existing CRM was not fully integrated with its new payment channel, Stripe. This lack of integration created time-consuming manual work + drove inefficiency.
- CARE Australia wanted a payment system that could:
- Support all donation intake channels
- Eliminate the need for manual data input
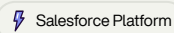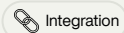- Facilitate efficient payment management

Solution

We launched Phase 1 in August '22 to build the payment management system CARE needed for the Nov/Dec fundraising season. Our team:

- Built a custom (MVP) solution that integrated Stripe with Salesforce, automated payment management & minimized need for manual intervention
- Created a "Flagged Donor" function to trigger specific actions based on a donor's chosen payment gateway

PRODUCTS USED (Phase 1)

🔗 Integration   ⚡ Salesforce Platform

Outcome

By early November, 2022:

- SF and Stripe were fully integrated and prepared to handle peak-period traffic
- Payment management processes were automated to minimize manual input, improve efficiency, and reduce human error
- Our team and Care Australia expanded upon this foundation in its Phase 2 engagement, which focused on enhancing donor care & improving CARE Australia's finance platform.