

## Island Conservation – Case Study

### Title

Island Conservation set to increase private donor funding by 100% over next eight months

### Challenge

- .: Island Conservation had an outdated system for tracking donor information
- .: Needed an approach that would allow access from three countries and four sites
- .: Required a solution that would integrate well with existing accounting and HR systems
- .: Wanted to implement quickly and cheaply.

### Solution

- .: Selected Salesforce.com Enterprise solution over commercially available donor tracking systems
- .: Implemented Donor and Grant Management using Salesforce Opportunity Management
- .: Created custom objects in Salesforce for Projects and Project Budgeting
- .: Created complex reports to replace existing off-line analysis previously done in Excel

### Resulting Benefits

- .: 200% increase in targeted donors
- .: Better assignment of tasks for more efficient follow-up
- .: Workflow triggers enhance cash flow performance on existing grants
- .: Low total cost of ownership with flexibility to adapt as we grow

"We are seeing a transformation in the way we approach donor management as a result of the Salesforce implementation. Having explored the affordable alternatives solution, I know we have the best approach to support our conservation mission." Angus Parker, COO