Aplusify Gives the Gift of Technology and Time

Salesforce Management + Artez Integration

salesforce

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Post-Launch Support

Salesforce Management

Salesforce Customization

Dakin Humane Society has a small development staff of five people. As with most nonprofits, Dakin feels the need to do more with less. As an extended member of their development team, Aplusify works with Dakin to find ways to streamline processes, provide better analytics, and enhance their technical tools. **Read more about how Aplusify gives the gift of technology and time.**

APLUSIFY

![Dakin Humane Society logo]

Dakin Humane Society is a 501(c)(3) community supported animal welfare organization that provides shelter, medical care, spay/neuter services, and behavioral rehabilitation for more than 20,000 animals and people each year. Since its inception in 1969, Dakin has become one of the most recognized nonprofit organizations in the Pioneer Valley and a national leader in animal welfare with more than fifty thousand members with them.

Location
Springfield, MA

Size of Staff
51-200 Employees

Organization Type
Nonprofit

Number of Volunteers
450

Revenue Size
$3.8 Million

Dakin's Extended Salesforce Team: Aplusify

Aplusify manages Dakin's Salesforce ecosystem to streamline business processes automate marketing and fundraising initiatives. By eliminating duplicative processes and automating workflows Dakin's staff can focus on fulfilling the organization's mission and nurturing relationships.

Working with Aplusify has given us time back to focus on relationships instead of the data entry.

STACEY PRICE

Director of Development and Marketing
Dakin Humane Society

Aplusify's Services

Data Migration from Blackbaud to Salesforce

- Cleaning & formatting legacy data
- Mapping complex fields
- Creating custom objects
- Documenting the development process & identifying field mapping

Salesforce Administration

- Troubleshooting day-to-day issues
- Maintaining workflows, reports & dashboards
- Customizing monthly reports, dashboards, donor levels & terms
- Recommending APIs (such as Artez) that meet the organizational needs

API Integrations

- Pardot (Marketing Automation)
- Artez (Peer-to-Peer Software)

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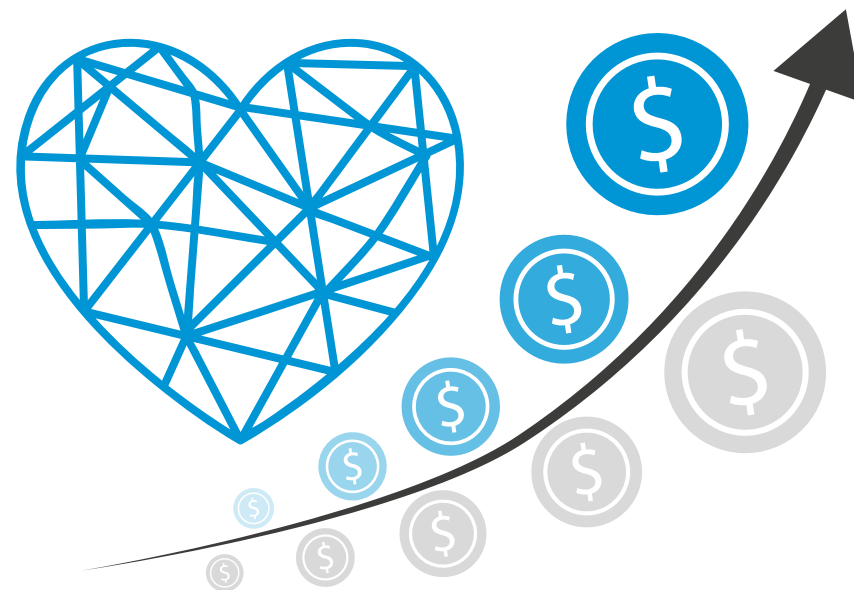
Peer-to-Peer Software Integration: Artez

Artez end-to-end peer-to-peer solution helps you manage your nonprofit's in-person or virtual walk, run or ride campaign including other mission-funding donation pages to promote maximum engagement and charitable giving. Panorama accommodates all types of events with multiple locations and start times, unique team configurations, complex registration requirements, and more. Use our simple, intuitive drag and drop content builder to easily create, edit, and configure beautifully branded mobile-responsive event and participant fundraising pages and then spread the word through Panorama's deep cross-channel engagement tools. Panorama's robust reporting allows you to gain actionable insights from comprehensive post-event reports to guarantee every event exceeds your goals.

Artez Features

Drag-and-drop technology making it easy to use.

Custom branding across marketing channels such as all digital channels, including web pages, donation forms, mobile bidding pages, thank you emails, text reminders, and more.

Native in-app coaching that promotes compliance when promoting an event.

PCI Level 1 Compliant integrated payment processing platform protecting your supporters and mitigating data security concerns.

Robust reporting and analytics enable you to continuously improve activities to extend the mission's impact.

Artez Powers Up Dakin

- Improves fundraising and outreach strategies with holistic views of donor lifecycles and fundraising efforts.

- Increases fundraising dollars through peer-to-peer supporter networks.

- Alleviates the administrative burden of using multiple platforms by streamlining processes.

- Eliminates risks of data entry errors with two-way syncs for campaigns and donations.

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About Aplusify

Aplusify provides associations, nonprofits, and higher education institutions with the capacity and capability of maximizing their Salesforce platform. Our team of Salesforce-certified experts alleviates the technical weight of implementing and managing Salesforce so that you can focus on strategy and organizational mission. **Find out how we can save you time, money, and stress with our Salesforce Managed Services.**