

# Salesforce & Muco.be

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# About Association Muco Vereniging

- ▶ The Belgian CF association aims to improve the quality of life and life expectancy of all 1.270 Cystic Fibrosis patients and families in Belgium, by offering information, psychological, financial, legal and social support.
- ▶ In 2015: ambition to create a user-friendly & efficient environment to improve relationships with our contacts
- ▶ Objective: having a 360-degree view of our contacts who can be patient, donor, volunteer & campaigner at the same time

# Our focus points in choosing a CRM-system

- ▶ Centralization of different data sources
- ▶ Fully customizable to the needs of our organization
- ▶ Not being dependent on external know-how
- ▶ Integrations and possibility to use API's (Mailchimp, Egnyte, Koalect,...)
- ▶ Price

# About Salesforce

- ▶ Extended nonprofit programme: 10 free licenses & Nonprofit Success Pack (NPSP)
- ▶ NPSP allows nonprofits to manage common nonprofit business processes:
  - ▶ Manage your contacts, households and organization accounts, (recurring) donation payments, campaigns
  - ▶ Has an integrated reporting & dashboard tool
- ▶ [Nonprofit Success Pack introduction](#) (video)
- ▶ Power of Us Hub: online community of NPSP-users

# Where are we now?

- ▶ Fundraising & Communications
  - ▶ Donations & follow-up fundraising programme (including bequests)
  - ▶ Follow-up actions
  - ▶ Volunteers
  - ▶ Selling Actions
  - ▶ Case Management
- ▶ Membership management

# Next steps

- ▶ Services for patients
  - ▶ Rental and sale of medical equipment and nutrition products
  - ▶ Management of patient files & follow-up of services
  - ▶ Online community platform
- ▶ Integration with accounting software

# Lessons learnt

- ▶ Make working time available to learn
- ▶ Review your internal & external processes
- ▶ Simulate before implementing
- ▶ Make use of the community who are eager to help (online & offline)

# Thank you!

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