

Cloud For Good

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Moishe House Got Up and Running on the Salesforce Platform within Less Than a Month

Client

Moishe House, a pluralistic international organization, who provides meaningful Jewish experiences to young adults in their 20s. Their innovative model trains, supports and sponsors young Jewish leaders as they create vibrant home-based communities for themselves and their peers.

Their approach has enabled the existence 56 houses worldwide to engage more than 65,000 attendees a year. From Shabbat dinners and Learning Retreats to book clubs and sporting events, residents find ways to connect their peers with community, wherever they are.

Challenges

- Was currently using Salesforce but it was not customized to their needs
- Could not track donations and build meaningful relationships with their donors
- Was not able to run accurate reports for their management or marketing team
- Couldn't see who the various offices were contacting in real time, causing duplication of efforts.
- Employees weren't using the system

Solutions

"When we began working with Cloud for Good, we didn't know what we didn't know," said Tamar Raucher, Marketing & Development Associate with Moishe House. "After extensive research, we knew Salesforce was the program for us but we had no idea how it could be better utilized by our organization."

Moishe House qualified for the Cloud for Good Quickstart implementation package, a Salesforce implementation package that focuses on key planning and decision making, custom configurations, and provides some essential training.

"Cloud for Good understood the needs of our nonprofit much better than other's that I spoke with so our new system was up and running quickly with solutions we didn't even know we needed." The Cloud for Good Fundraising Package was configured to help Moishe House cultivate single donations, major gifts, and grants. "Donations would sometimes come in with requests that the funds go to a certain house or program and we just didn't have a way to track it," added Raucher.

Results

"The Cloud for Good team listened to our needs, and since they had nonprofit experience, I didn't feel like I had to waste time explaining so we were able to get everything up and running quickly. Thanks to the customization and training given, we finally have a comprehensive program that all of our staff can efficiently use," said Raucher. "We now have a 360 degree view of our contacts and programs in an easy to use system. We are thrilled by the results and plan to continue working with Cloud for Good on future projects."