

Ducks Unlimited Canada Boosts Marketing Engagement, Wetlands Conservation With Boomi

A venerable nonprofit uses Boomi to help to protect Canada's at-risk wetlands — and to raise money to help finance those efforts with a 360-degree view of individual and organizational donors.

“

Boomi underpins everything that we do. It's the foundational system that keeps everything in sync, sends data back and forth across systems, and lets us leverage best-of-breed applications with straightforward integration.”

Andrew Pratt
Director of Information
Technology
Ducks Unlimited Canada

Business goals

Since 1938, Ducks Unlimited Canada has worked to preserve wetlands for the benefit of waterfowl, wildlife, and people. The National nonprofit has conserved 6.2 million wetland acres, influenced 244 million acres, and manages nearly 14,000 habitat projects to protect fragile ecosystems from degradation or loss.

DUC has grown in recent years to more than 400 employees, with revenue rising 60% since 2019 to \$152.2 million CAD in 2024. Grassroots fundraising, philanthropic and government grants, and corporate partnerships help to finance science-based conservation of wetlands, 70% of which have already been lost in settled areas of Canada.

Technology is central to DUC's mission. From 2016, DUC has relied on the Boomi Enterprise Platform as a flexible foundation that underpins efforts such as fundraising, environmental conservation, and landowner partnerships.

Technology challenges

Before 2016, DUC was running an outdated Software AG Adabas system that required custom-coded integrations. Modernization to Microsoft Dynamics 365 and Salesforce CRM prompted the need for a flexible integration platform that could connect legacy and cloud systems across the tech stack.

Boomi stood out with its ease of use, affordability, and capacity for any-to-any connections across systems. A straightforward drag-and-drop interface made Boomi accessible to developers, eliminating the trouble of finding and retaining IT staff with specialized Adabas skills.

DUC over time evolved its Boomi usage with Data Hub, which today plays a starring role by generating and maintaining golden records on constituents including donors, partners, employees, landowners, and vendors. That helps guide the company's marketing initiatives and events like banquets, golf tournaments, and its annual Duck and Run fundraiser.

How Boomi helped

DUC's marketing effectiveness has risen with Data Hub providing a unified 360-degree view of constituents, enabling insights to better engage with donors based on preferences. Boomi also helps power smooth marketing execution by connecting Dynamics 360, Salesforce, and the DonorDrive fundraising platform.

DUC's wetlands conservation programs are enhanced with Boomi exchanging data between DUC's enterprise business systems including ESRI geographic information systems (GIS) and land management, finance, and analytics systems. Data aggregated by Boomi helps guide program decisions.

"Boomi is the base foundation in capturing ground information that flows up to drive management and habitat decisions," says Andrew Pratt, IT director at Ducks Unlimited Canada. "Boomi is one of the key technologies on the back end, facilitating data flows to allow us to advance wetlands conservation."

Results & business outcomes

For Pratt, one big plus for IT is how Boomi flexibility allows DUC to use best-of-breed cloud apps best suited for the organization without worrying about integration. And with Boomi's ease of use, he's able to run a lean integration function, with just one developer working with Boomi, part-time.

Going forward, DUC is looking at Boomi API Management as it expands its tech stack. Pratt's team is exploring Boomi automation to further streamline day-to-day processes in areas such as finance and HR.

With 16 integrations running seamlessly, Pratt is confident in Boomi technology. "Boomi's reliability has been outstanding," he says. "I can't think of a single instance in 10 years where an issue of systems not talking was a Boomi problem. It's virtually flawless."

CUSTOMER SPOTLIGHT

Industry & Market	Nonprofit (Wetlands Conservation)
Headquarters	Stonewall, Manitoba, Canada
Founded	1938
Employees	400+
Revenue	\$152.2 million (CAD)
Key Integrations	<ul style="list-style-type: none">• Microsoft Dynamics 365• Salesforce• DonorDrive• Power BI• ESRI GIS• SQL database• Shopify



Boomi Data Hub helps us create and maintain golden records on who's interested in DUC, our mission, our messaging. It keeps data flowing between systems so that we can use that information in our marketing and events tools."

Andrew Pratt
Director of Information Technology
Ducks Unlimited Canada

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