World Changers Church International saves valuable time with GoFundMe Pro and Salesforce

challenge

Manage all Church-related activities in one place and easily make accurate, data-informed decisions

Solution

GoFundMe Pro and Salesforce's single source of truth saves World Changers time and gives them the confidence to communicate effectively with constituents and donors

"When most people hear Salesforce, they see dollar signs. I wanted to look at the numbers and see how much we were spending on multiple platforms. Once we started adding everything up, **we found that we would actually be saving money by moving over to Salesforce**."

– Vernon Harrison, Chief Executive Officer

A single source of truth with Salesforce and GoFundMe Pro

With the upcoming retirement of its former fundraising solution and a few persistent donation processing issues, World Changers Church International decided to look for a more reliable fundraising platform that integrated seamlessly with its CRM, Salesforce.

Not only did GoFundMe Pro come highly recommended by an integration partner and point of contact at Salesforce, but the native integration with Salesforce, world-class support, and consistent innovation sealed the deal for World Changers.

The power of Salesforce and GoFundMe Pro's comprehensive fundraising suite

World Changers wanted one tool for the management of constituents, churches, fellowships, services, volunteers, groups, fundraising, and accounting efforts. Even further, they wanted a 360-degree view of all

relief and time savings to the World Changers team because they can immediately see donations coming in.

> " With GoFundMe Pro's Salesforce integration, I don't have to rely on someone to give me the information. I can go into my dashboards and find what I'm looking for with the click of a button. **I can easily pivot and make real-time decisions based on accurate information a lot faster than before**.
>
> **Vernon Harrison**
> Chief Executive Officer

Segmenting and personalizing constituent journeys

One of the main drivers in getting the Salesforce integration up and running quickly was to be able to speak as personally as possible with each supporter. World Changers worked to capture and flag more data points, such as gender, location, and age.

With Salesforce Marketing Cloud, World Changers can then easily target

" We're excited to spend 2024 going more in-depth into the capabilities of GoFundMe Pro and Salesforce to keep propelling us into the future.

Vernon Harrison
Chief Executive Officer

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like World Changers Church International

Learn how top nonprofits use GoFundMe Pro to power their

Related Case Studies

Success Story

Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

Success Story

Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

Success Story

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog

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