

# Non-Profit Increases Donor Management



## The Client



Naaleh Online College is a US Non-profit, which provides free online continuing Jewish education to people of all ages and backgrounds.

## Solutions Used

- Salesforce Consulting, Data Migration, Cleanup, and Optimization

## Benefits

- 360-degree view of donor management
- Volunteers work twice as fast

## Customer at a Glance

- Global Non-Profit providing online classes
- Managing collection of donor pledges and outstanding payments

## Our Story

Our Name Naaleh means "let us ascend." We chose this name because we believe Jewish learning is the key to continuous spiritual growth and elevation.

Naaleh.com is a subsidiary of Bais Midrash of Queens. BMQ, has been promoting Torah learning throughout the world for over 35 years. 10 years ago, BMQ launched Naaleh.com, the first online video Torah website. Since then, Naaleh.com has become a recognized name in online Torah education. Search any of our world-renowned teachers and thousands of divrei Torah. Naaleh.com has now expanded to include other educational websites, Naaleh College and Naaleh Tutors.

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## The Challenge

Naaleh Online College works with many students worldwide and tracking donors & collecting payments has been a big challenge. Their 150,000 data points needed a cleanup. The Naaleh Team requested a user-friendly centralized data migration from Sugar CRM to Salesforce NPSP that could easily display financial donor reports.

## Solutions Used

Rayburn Ideas' expert team consulted with the Naaleh users on which features, and fields would optimize their workflow to track donations. Salesforce and Demand Tools enable data records to be cleansed and migrated into the proper places. The Lightning Report Builder gave insights into donor & outstanding accounts records that were organized, created, and shared for easy access.

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“As an Executive Director, we needed a user friendly and reliable CRM so that users can have an accurate 360-degree view of donor management. The Rayburn Ideas Solution helped our volunteers work twice as fast!”

Hillel Rudolph, Executive Director, Naaleh Torah Online

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## Benefits

Naaleh Torah Online received more than they dreamed of. Their users can easily navigate to their data and view deep insights. This led to an awareness of which custom objects and fields can maximize the organization's potential that created unique business processes.

## Metrics

This helped our volunteers work twice as fast! Staff was able to see previous donations and predict future donations. Customized reports, dashboards and list views ensured that no pledge was left behind and attributed to deeper insights in fundraising campaigns. We have a user friendly and reliable CRM so that users can have an accurate 360-degree view of donor management.

## About Rayburn Ideas

Rayburn Ideas provides multiple integrated solutions for any small business or nonprofit to Optimize their Salesforce CRM, Email & Digital Marketing Communication Efforts. We have helped many organizations streamline payment capture at the best transaction rates. Rayburn Ideas is a Constant Contact Partner & other services that will help any organization efficiently Grow their Business Pipeline.

Rayburn Ideas' Salesforce Consulting Practice has advised organizations on how to reduce the amount of manual data entry and get increased productivity in their CRM. Implementations and Data Migration are our specialties.

We can assist your business to align sales and marketing to reach more audiences. Other clients have relied on us to connect a soft phone dialer to their CRM or Email Marketing Software to offer more personalized services.

Many clients enjoy using artificial intelligence tools with website optimization so that their message is highly ranked by Google and they have a competent virtual assistant always available.

One size does not fit all! Schedule a consultation with one of our top-rated experts and partake in as much as an 800% increase in revenue, productivity, and optimization! To learn more about Rayburn Ideas's innovations for B2B or nonprofit sales optimization, visit <https://rayburnideas.com>.