

Non-Profit Optimizes Salesforce Community Site



The Client



American Pets Alive!'s (AmPA!) mission is to urgently save the lives of companion animals from unnecessary deaths in shelters.

AmPA! is a unique, national program focused on spreading the No Kill movement and increasing lifesaving in shelters across the nation.

Our Story

AmPA! was born in 2011, when APA! introduced the first American Pets Alive! Conference. AmPA! went on to grow its educational efforts in 2016 with the piloting of its first Austin-based training program. In 2017, with support of a \$4 million grant provided by Maddie's Fund®, Maddie's® Lifesaving Academy became possible. Maddie's® Lifesaving Academy now offers over a dozen hands-on apprenticeships. Today, the support AmPA! offers animal advocates goes even beyond this to includes traveling experts who performs site visits to shelters and respond to crises in shelters.

Solutions Used

- Salesforce Consulting and Community Site Optimization
- Lightning Record Page Optimizations
- Reports, Dashboards, and Chatter Configurations

Benefits

- 360-degree view of Program Details
- Email Integration and use of queues
- Contact Support, Reports, Dashboards, and, Chatter Feed Community Site Integration

Customer at a Glance

- Austin Based Non-Profit providing classes on how to educate and save animals from shelters
- Empowering people with the tools to help pets get the proper care.

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The Challenge

American Pets Alive works with many national students who partake in classes at the Austin Training Center. Here they learn how life saving techniques for animals that are in a shelter. It has been challenging to keep track of previous and future class enrollments. The American Pets Alive Community Site needed to integrate with support staff to access and comment on specific program details. American Pets Alive wanted to display to future students the success of previous classes, as well as advertise upcoming classes.

Solutions Used

Rayburn Ideas' expert team consulted with the American Pets Alive Users on which features would optimize their community site, configuration of reports and dashboards that expose previous class successes to potential students. The American Pets Alive Data Model was analyzed and optimized.

“As an Education Coordinator, we needed a user friendly & reliable community solution to display class and program enrollment details, as well as, to allow instructors to contact our support staff. Thanks to the Rayburn Ideas Optimization, we had a 33% increase in instructor self-sufficiency.”

Jonathan Greiner, Education Coordinator, American Pets Alive

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Benefits

American Pets Alive utilized several components in the community site that empowered instructors on specific enrollment details about classes and programs. They used chatter, note features, and created a help form for instructors to easily contact support staff & send emails to students.

Metrics

American Pets Alive benefitted by enabling instructors to report the latest student details & updated records. These combined solutions brought about a 360-degree view of enrollment stats and class productivity. They had a 33% increase in instructor self-sufficiency.”

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 innovations for B2B or nonprofit sales optimization, visit <https://rayburnideas.com>.