Karen Gray
Program Manager

Landesa Rural Development Institute is a nonprofit organization that partners with governments and local organizations to secure legal land rights for the world's poorest families. Since 1967, Landesa has helped more than 180 million poor families in 50 countries gain legal control over their land. When families have secure rights to land, they can invest in their land to sustainably increase their harvests and reap the benefits—improved nutrition, health, education, and dignity.

Landesa partners with governments, world leaders, NGOs, foundations, donor agencies such as the World Bank, USAID, Bill & Melinda Gates Foundation, the United Nations Food and Agriculture Organization, and others to design and implement land laws, policies and programs that provide opportunity, further economic growth, and promote social justice through land rights.

Plative is a Salesforce Implementation partner as well as an Oracle NetSuite Alliance Partner. As a global consultancy, Plative builds long-lasting partnerships with some of the world's most recognizable organizations to support and augment their missions.

Business Case

Landesa maintained a Blackbaud Raisers Edge database that managed their marketing automation, programs, and P2P fundraising. While the systems were built and created by the same company, they experienced a significant lack of adoption due to the user interface difficulties between departments that have come to be synonymous with Blackbaud products. The initiative to look for alternative solutions was then started by the Landesa team.

Solution

To fully replace Blackbaud Raiser's Edge, Plative partnered with **Harness** to build and administer a beautiful web portal and peer-to-peer fundraising solution that was direct to **Salesforce**. This enabled Landesa to capture all donation activity and use this information to build a 360-degree view of all constituents and donors. We then leveraged this data to build segmented lists in **Pardot** for Marketing Automation to approach the right constituents with the right message at the right time. The key to the success of this engagement really depended on migrating Raiser's Edge to Salesforce. To accomplish this data migration, Plative used our proprietary software to extract data from the Blackbaud database into a Plative-hosted staging environment where we were able to apply data transformations to the data to ensure that we could prepare the data for its ultimate destination, which was **Salesforce Nonprofit Cloud.** Once the data was staged and transformed, Plative conducted a test load, full data load, and ultimately, a final data differential load before going live.

Outcomes

Landesa's global team has officially been able to leave Blackbaud entirely for Salesforce and Pardot on their front office and program management. By partnering with Harness, Landesa was able to host beautiful and engaging landing pages for their donor base to increase peer-to-peer fundraising.