



"The Plative team is so informed, thorough, and personable. Our team had nothing but great interactions with them."



Tracie Mae Umali
Systems Administration



The Thirst Project is a non-profit organization whose aim is to bring safe drinking water to communities around the world where it is not immediately available. The Thirst Project collects money and builds wells all across the continent of Africa where villages do not have immediate drinking water.



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

Thirst Project had previously implemented Salesforce and had not yet maximized key features on the platform which would enable them to get a comprehensive view of the fundraising and development initiatives. In addition to Salesforce, Thirst Project also had been managing fundraising revenue separately and the two systems were not integrated, which ultimately impacted their workflow as key data ended up being siloed. In order to enable Thirst Project to scale, Plative needed to produce a holistic solution to provide them with the optimal architecture to support their development campaigns and water projects.

Solution

Plative transitioned Thirst Project from a standard Sales Cloud instance to a brand new instance with the **Salesforce Nonprofit Success Pack** architecture. This allowed the Thirst Project to model their unique development campaign hierarchy within Salesforce and attribute fundraising revenue to the appropriate funding projects. The **Classy for Salesforce** integration was also set up to facilitate donation management within Salesforce and to allow the team to manage their donor constituents and student peer fundraisers.

Outcomes

The implementation of **Salesforce NPSP** and setup of the **Classy Salesforce** integration completely transformed the Thirst Project's ability to report and track the performance of their campaigns and fundraising initiatives in a way that had previously not been possible. With the new foundational architecture set up in Salesforce, Thirst Project can comprehensively manage their student fundraiser constituents, participating schools in their legacy programs, donors, key fundraiser contacts and fundraising revenue, and in one system.