

CONCUSSION

↑ Legacy Foundation

SMARTER SPORTS
SAFER KIDS



"Plative's team was thorough, responsive and flexible. They really made us feel like they cared about our organization's success as much as we do, and it showed in the results. Truly the best agency partner experience we've ever had."



Brandon Drummond
Director of Digital Strategy

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Concussion Legacy Foundation (CLF) was founded on June 14, 2007 by Chris Nowinski, Ph.D, and Dr. Robert Cantu with the vision for a world without Chronic traumatic encephalopathy (CTE) and concussion safety without compromise. The Concussion Legacy Foundation's mission is to support athletes, Veterans, and all affected by concussions and CTE; achieve smarter sports and safer athletes through education and innovation; and to end CTE through prevention and research.

 PLATIVE

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

The Concussion Legacy Foundation was using Blackbaud eTapestry and they needed a more scalable and customizable system that would grow with their organization. They lacked the ability to track the journey of constituents through all touchpoints, streamline reporting, process payments for fundraising, and strategically market to CLFs constituency based on key supporter information.

Solution

Concussion Legacy Foundation migrated from Blackbaud eTapestry to **Salesforce Nonprofit Cloud** allowing them track a donation pledge all the way through to receiving payment. **Salesforce Pardot** was implemented to run their email campaigns, **Form Assembly** for program applications and intake, and online donations and event management was handled with **Classy**.

Outcomes

Implementing Salesforce allowed Concussion Legacy Foundation to manage all constituents, programs, and marketing in one place. It improved their data quality and provided more accurate reporting. Key information in Pardot enabled them to strategically market to constituents and Classy created more engaging event and fundraising management.