



330 Townsend St. STE 209, San Francisco, CA 94107  
(415) FBD-3008 | [experts@forcebydesign.com](mailto:experts@forcebydesign.com)

# POWER Advances Nonprofit Services and Communications with Force by Design's Training Management System

## CASE STUDY

Force by Design revolutionizes the availability of data to improve communication with nonprofit donors, recipients, and leaders.

### CHALLENGE

A grant funded nonprofit realizes their antiquated database is not addressing the needs of the organization or its community.

### SOLUTION

POWER combined Salesforce CRM and a custom Training Management System to transform their operations into a solution available to staff and volunteers across the region.



### RESULTS

Increased constituent communication has created better training, programs, and data necessary to maintain a first class nonprofit community organization.

## The Challenge

People Organized to Win Employment Rights (POWER) is a grassroots nonprofit organization committed to economic, environmental, racial, and gender justice for low-income families in the San Francisco Bay Area. An out-of-date database that helped run the organization was cumbersome to maintain and did not effectively track member activities. To further complicate matters, a previous volunteer built the previous system leaving POWER without the expertise needed to update the system.



Like most nonprofit organizations where time, money and resources are limited and the real work of the organization is helping their communities, technology upgrades are typically desired, but often unattainable.

## The Solution

After deciding to upgrade to Salesforce CRM with customization help by the Taproot Foundation, POWER quickly realized the need for a third-party consultant to assist with creating an application to meet their specific training needs. Many of the features of Salesforce CRM, while extremely helpful, did not adequately address all of their needs.



---

“Determining whether or not we deliver our members with programs and campaigns that address their priorities helps us become a more effective organization serving our community,” said Aspen Branch-Moore, development and finance director for POWER. “We chose Salesforce CRM because it had a lot of flexibility that allowed us to customize the application to meet our own unique needs.”

---

### Enter Force by Design’s Training Management System.

Experts in cloud computing and business process design, Force by Design created a custom training and participation management system that would easily scale as POWER’s staff and volunteer time fluctuated and as constituent needs changed. The team at Force by Design consulted with POWER to fully comprehend the complex business processes they used to operate and to create an ideal system from salesforce.com. The system also helped track members’ path into leadership positions based on several different measures, determined by POWER.

As part of Force by Design’s commitment to the community and a partnership with the Salesforce.com Foundation 1/1/1 model for giving, Force by Design donates 1% of staff time, product, and equity to making the world we a better place. POWER also received their Salesforce.com license for free through the Salesforce Foundation program which has helped more than 5,000 nonprofits around the world.

### Results

After working with Force by Design, POWER quickly realized the benefits of upgrading their system to a cloud computing platform and the need for a customized implementation. Their ability to operate in a world of growing needs and declining funding changed with the introduction of Salesforce CRM.



- » Accessibility from the office and the field enabled staff and volunteers to all access and input data creating an easy to use tool for case notes and tracking information.
- » Pinpoint issues and invest in programs when member interest is on the rise.
- » Media and donor communications have greatly increased due to the availability of information and the ability to schedule communication activities automatically.
- » When political campaign issues arise, POWER is an informed resource with data to back up their positions.
- » The availability of data greatly assists in the grant writing process and has helped provide information necessary for grassroots fundraising efforts.



The Bayview Hunters Point neighborhood, a community that POWER advocates for, is undergoing a \$7.7 billion corporate redevelopment project that will be built on top of land that currently contains numerous toxins, including radioactive waste. This process poses serious community health concerns, some of which have already manifested in asthma, headaches and nosebleeds among residents. Acting as an advocate for citizens, POWER is able to track those reports and communicate them to the media and other health organizations for the betterment of the community.

A place where nonprofits are welcomed and nurtured, the salesforce.com Nonprofit User Group has also proven to be a very successful support group for POWER. By communicating best practices, real world examples, and to gain further insight into the system, they have become a mentor to other organizations seeking a more streamlined process using cloud computing based on their success. Force by Design is a regular presence at the salesforce.com Bay Area Non Profit User Group because of their strong commitment to working with nonprofit organizations. Join Force by Design in supporting POWER's cause by donating here: <http://sl.forcebydesign.com/POWER>



#### About POWER

People Organized to Win Employment Rights (POWER) was formed in 1997 and builds organization and power in low-income communities of color in San Francisco through community campaigns for responsible development, environmental justice, workers rights and education equity. POWER is a 501(c)(3) nonprofit organization committed to economic, environmental, racial, and gender justice. For more information, please visit: [www.peopleorganized.org](http://www.peopleorganized.org).

#### About Force by Design

Founded in 2008, Force by Design, Inc. helps organizations of all size use the power of cloud-computing to run their mission-critical business applications on the salesforce.com platform. Force by Design's consultants have completed more than 1,000 client engagements spanning 10 years. We implement and optimize cloud-based applications, helping organizations put their applications in the cloud and have our own cloud-based apps. Force by Design's headquarters are in San Francisco, California with offices in San Luis Obispo, California. For more information, visit [www.forcebydesign.com](http://www.forcebydesign.com).

#### Contact Us

330 Townsend St. STE 209, San Francisco, CA 94107  
(415) FBD-3008 | [experts@forcebydesign.com](mailto:experts@forcebydesign.com)

Force by Design and the Force by Design logo are trademarks of Force by Design, Inc. All other products and services are trademarks or registered trademarks of their respective owners.



330 Townsend St. STE 209, San Francisco, CA 94107  
(415) FBD-3008 | [experts@forcebydesign.com](mailto:experts@forcebydesign.com)  
[www.forcebydesign.com](http://www.forcebydesign.com) | [@forcebydesign](https://www.instagram.com/forcebydesign)

