



**360 asklogix**

Your Success, Our Salesforce Expertise



# Supercharge Salesforce with Omnichannel communication



**NON-PROFIT SECTOR**

A group of four people, three men and one woman, are gathered around a computer monitor in an office setting. They are all wearing bright yellow t-shirts and blue lanyards. The man on the far right is looking at the screen and pointing at it. The woman in the center is smiling and looking towards the camera. The man on the far left is also looking at the screen. The background is slightly blurred, showing office equipment and a window. The overall atmosphere is collaborative and professional.

# Transforming Mission Engagement with Integrated Communication

Boost Donor Acquisition & Retention with  
SMS, WhatsApp, CTI & AI.

# What ROI & KPI of our Salesforce Omnichannel Communication solution ?

Use Case	Estimated Impact	KPIs
<b>Digital Donor Onboarding</b>	30-50% ↑ in new donor retention	Donor signup time ↓ 60%
<b>Grant Application Automation</b>	40% ↓ in submission time	Grant approval rate ↑ 25%
<b>Program Impact Tracking</b>	20-35% ↑ in reporting accuracy	Beneficiary outcomes ↑ 30%
<b>Volunteer Management</b>	50-70% ↑ in volunteer retention	Shift fulfillment rate ↑ 40%
<b>Fundraising Campaign Optimization</b>	25-45% ↑ in donations	Average gift size ↑ 20%
<b>Community Engagement</b>	3-5X ↑ in advocacy actions	Event attendance ↑ 50%

“We see a growing need for personalized, scalable engagement in the non-profit sector.” 360 Asklogix.

# USE CASE 1 : Donor Outreach & Fundraising

*Accelerating Donations with Real-Time, Human-Centered Communication*



- Instant thank-you messages & donation confirmations
- Personalized appeals based on donor history
- Automated follow-ups during campaigns



- Click-to-call for fundraising teams
- Auto-dial high-potential donor lists
- Screen pop-up with donation history & giving patterns



- Predictive scoring to prioritize likely or lapsed donors



## USE CASE 2 : Volunteer Recruitment & Scheduling

### *Mobilizing Volunteers with Smart Outreach*



- Shift reminders & sign-up links
- Location-based outreach
- Two-way chatbot for common questions



- Call routing by event or region
- Volunteer intake and interest tagging
- Call disposition tracking for follow-up



- Volunteer engagement scoring to boost retention and scheduling efficiency

## USE CASE 4 : Grant Management & Reporting *Streamlining Outreach & Compliance in Grant Cycles*



- Reminder alerts for deadlines or documentation
- Status updates during grant cycles
- Instant submission confirmations



- Follow-ups with grantees or partners
- Automated call logging for reporting



- Risk profiling for overdue or incomplete submissions



## USE CASE 5 : Advocacy Campaigns & Awareness Drives

### *Expanding Reach with Targeted Messaging*



- Petition links & event invites
- Awareness messages with multimedia content
- Targeted messaging by interest group



- Outbound calls to mobilize supporters
- Tracking campaign sentiment in conversations



- Segmentation engine to optimize messaging for impact and reach

## USE CASE 6 : Sustainer & Membership Engagement

### *Building Long-Term Support for Your Mission*



- Monthly impact updates
- Membership renewal reminders
- Storytelling via mobile content



- Check-in calls with long-time donors/supporters
- Escalation for major gift cultivation



- Churn prediction for sustainers & member attrition





## **KEY BENEFITS of SFDC Integration with AI** *Why It Works for Mission-Driven Organizations*

- 360° view of donors, volunteers, and beneficiaries
- Workflow automation from outreach to stewardship
- AI-powered decision-making for greater impact
- Unified reporting across communication channels
- Increased giving, participation & engagement



**NEXT STEP :** Ready to Amplify Your Mission with Smart Engagement?

- Review your current communication & donor engagement workflows
- Identify areas to automate and personalize
- Launch a pilot using SMS/WhatsApp, CTI & AI in Salesforce

# THANK YOU

Contact us to design a Salesforce strategy tailored to your non-profit's goals and mission impact!



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