

## Organization Background

Mercy For Animals aims to end industrial animal agriculture by constructing a just and sustainable food system. Dedicated to eradicating food-production practices that cause animal suffering and have detrimental effects on the planet, Mercy For Animals envisions a world where animals are respected, protected, and free—and promotes a food system that is not only kind to animals but essential for the future of the planet and all who share it.

## The Problem

Mercy For Animals uses Salesforce.org's Nonprofit Success Pack (NPSP) as its main CRM database for development and fundraising. When the events team needed a new solution for managing its annual Mercy For Animals gala, it deployed Blackbaud's Luminate Online™ / TeamRaiser™ platform as a best-in-class application for digital engagement and event management.

Mercy For Animals needed key supporter information collected and managed in Luminate Online to be integrated with Salesforce so that Salesforce would always provide its users with a unified view. Since there is no native data-integration tool for Luminate Online / TeamRaiser with Salesforce, Mercy For Animals chose Omatic Cloud to address its integration needs.

## Omatic Solutions Delivered

Omatic Cloud with the Luminate Online / TeamRaiser Connector for Salesforce



Omatic Cloud has automated a lot of our manual processes—we're saving time, but more importantly, Omatic has helped us ensure we recognize and acknowledge our supporters in the timeliest manner.

Ed Pashkin  
Global Salesforce Administrator

## Mercy For Animals' Pain Points

The organization's initial use case for Omatic Cloud was the Mercy For Animals gala. This event has typically commanded a high volume of the following:

- Online ticket purchases
- Online donations
- Sponsorships

For reporting purposes and accountability, each stream of event revenue needed to be recorded as a different Opportunity type in Salesforce.

Without Omatic Cloud, the data-management team would have been forced to do the following:

1. Run a daily report out of Luminate Online
2. Export the report into Excel
3. Make a series of manual adjustments to the output
4. Run a mass import into Salesforce
5. Review the data in Salesforce after import to find and remediate any duplicates or other errors resulting from the import process

## By Deploying Omatic Integration Solutions

The Mercy For Animals team was able to build and then easily run the variety of integration formulas required for the various Mercy For Animals gala revenue streams.

- ✓ The team was able to automate and align the numerous and diverse transactions coming into Salesforce from Luminate Online / TeamRaiser to the Opportunity types in Salesforce that corresponded with the event's revenue streams.
- ✓ All donor- and registrant-acknowledgment letters were sent out by the organization's 48-hour deadline.
- ✓ The overall Omatic Cloud process saved the Salesforce admin team about two hours per day (10 hours per week) during the Mercy For Animals gala event time frame and helped the team avoid a number of manual steps, which often led to wasted time and data errors.

In addition to the gala, Mercy For Animals has started using Omatic Cloud for its new TeamRaiser peer-to-peer campaign (focused on personal fundraising pages). The organization is now in the process of establishing another peer-to-peer campaign, and the team will continue to rely on Omatic Cloud for automated integration between TeamRaiser and Salesforce.

### The Omatic Difference

Ed Pashkin, Mercy For Animals' Salesforce administrator, expected that Omatic Cloud would automate the manual process in which he and his team had been mired and is happy with the time-savings outcome. More importantly, both he and the development team love that Mercy For Animals is able to recognize and acknowledge supporters in the timeliest manner. That's the kind of stewardship that fosters strong supporter relationships.

In addition, Ed really enjoys working with the Omatic team. "They are extremely knowledgeable and address any issues in a very timely manner," he said. Omatic's nonprofit and product subject-matter expertise, combined with the human touch, built a lot of confidence in Mercy For Animals' use of Omatic's solutions.