

# Russian Red Cross Society

Becomes a connected nonprofit by moving to the Nonprofit Success Pack



VRP Consulting deliver the highest standard of professionals, their valuable consultation and implementation has helped us secure our Salesforce foundation. We look forward to working with them on future projects.”

Madina Zhemukhova, Resource Mobilization Coordinator

## Results

Single-source of truth

Over 85,000 volunteers managed

Integration with payment system

16-week implementation

## An important mission

Russian Red Cross Society is the Russian branch of Red Cross International, providing emergency assistance, disaster relief and education in Russia. With over 85,000 volunteers, managing donations of 3m Swiss Franc in 2018, Russian Red Cross has a large set of responsibilities.

Although they were using a variety of digital tools and services to manage their programs, they were missing a single source of truth; data was siloed into different applications. This disparate data was sometimes inaccessible, with limited automation and hindering business analysis.

## A vision for digital transformation

The Russian Red Cross Society wanted to gain a single source of truth to drive their digital transformation. Integrating systems and data would bring huge benefits, from time savings, through automated processes and workflows, to streamlining report generation and providing business insights. It would also deepen their understanding of donors as they transition from outsourced reports to in-house data. The Russian Red Cross reviewed implementation partners and were convinced of VRP Consulting's abilities and experience with the Nonprofit Success Pack (NPSP) as the center of their new unified platform.

## Delivering transformation

The VRP Consulting team configured a NPSP implementation that was adapted to match the Russian Red Cross's specific regional needs. This included custom objects for tax requirements, as well as design and usability changes such as currency and language. The new Salesforce platform was integrated with the various solutions already established within the Russian Red Cross Society, thereby enhancing functionality and increasing efficiency. The integration with Chronopay enabled real-time tracking of donations and fund forecasting. Thanks to importing the Russian Red Cross Society's historical data, they can monitor current fundraising effectiveness and compare with historical indicators rather than relying on data and reports from a third-party.

## The Project

The project team, led by VRP conducted weekly show and tell meetings to keep the Russian Red Cross informed of progress, incorporated their feedback and changes into development next steps. This process led to no major changes being required during the following user acceptance testing phase. The project closed with VRP Consulting providing training and documentation to ensure high user adoption levels.

## Becoming a connected nonprofit

The Russian Red Cross society is now in control of its donor data and has a unified system which is scalable to meet future requirements. The NPSP facilitates generation and access to reports in real-time, answering enquires instantly instead of having to wait for a third-party to provide the answers at the end of the month. Real-time forecasts provide the ability to respond to shortfalls, enabling proactive actions. Critically, having all their data in one place means that Russian Red Cross now has automation and workflows that streamline common tasks, saving valuable administrative time and preventing manual data entry errors.

## Continued Transformation

With their Salesforce foundation in place, the Russian Red Cross can now continue its digital transformation. They are investigating how to leverage other Salesforce functionality, such as recruiting and managing volunteers, to enhance business operations. Their long-term vision is to enhance program delivery, engage with their community more effectively, raise more funds and operate more efficiently.

## Company profile

The Russian Red Cross Society is a volunteer-led, humanitarian organization that provides emergency assistance, disaster relief and education in Russia. It is the designated national affiliate of the International Federation of Red Cross and Red Crescent Societies.

PLATFORM	BUSINESS USE	LOCATION	INDUSTRY
Nonprofit Cloud	Gaining a single source of truth with the Nonprofit Success Pack	Russia	Nonprofit

**Do you want to digitally transform your nonprofit?  
Then contact us today to discuss your individual needs.**