



Case Study: Midwest Food Bank

Midwest Food Bank's mission is to alleviate hunger and poverty by gathering and distributing food donations to not-for-profits and disaster sites without cost to the recipients.



Challenges

Midwest Food Bank serves 3.6 million people across 2,000+ pantries in the U.S and Canada through an "Aggregator - extended affiliate network model".

Given this unique model, they were in search of a best of breed Volunteer Management solution that would integrate with their Salesforce donor database, in order to synchronize all volunteer activities within Salesforce, and provide easy-to-use tools for local chapters to organize their own activities and share real-time results with their regional headquarters.

That's where Golden stepped in!

Solution Overview

By leveraging the power of the Golden platform and its Email & SMS automation capabilities, Midwest was able to save their administrative team 400 hours of time per chapter, per year - **dramatically reducing time on manual data entry**. As a result, Midwest Food Bank saw a < 95% email capture rate, with higher rates of engagement.

This allowed them to quickly re-engage volunteers in the case of emergency disaster relief projects, which was an arduous process before leveraging Golden





Solution Overview - cont'd

Additionally, Midwest Food Bank needed a way to validate parental consent and waiver completion in real time, without using disparate systems. Golden stepped in and was able to **streamline and centralize the waiver and background check completion process**, while automatically syncing that data back to their main donor CRM - Salesforce, for a 360 view of their volunteers.

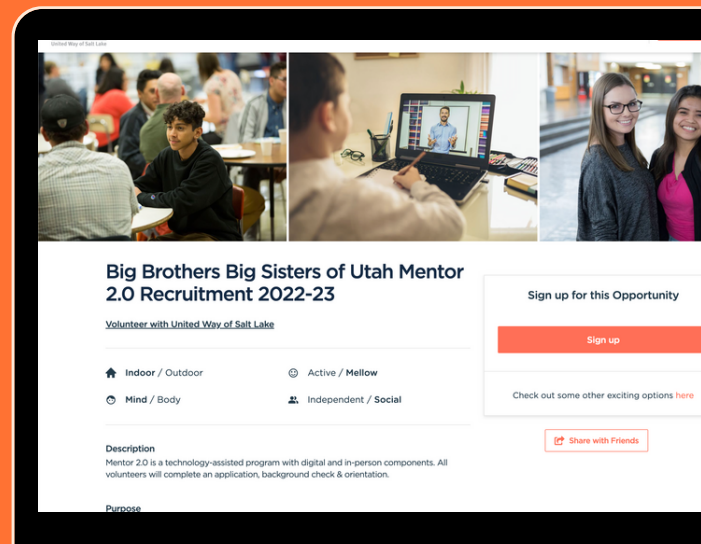
Results

As a result of implementing Golden across their National office, their 2,000 affiliate partners and organizers were able to leverage the platform for FREE, in order to post opportunities, track sign ups & volunteer hours, and share their real-time results with the National office.

Midwest Food Bank saw immediate time-to-value due to Golden's turnkey implementation,

Interested in learning more about Golden's data flows & integration with Salesforce?

[Click here](#)



Highlights & Impacts

- 400 hour time savings per chapter per Year
- > 95% contact email capture
- Live validation of parental consent and waiver completion
- The ability to staff disaster relief shifts by preparing and publishing templates to targeted audiences

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