



Prudence B2B

Transforming Industries, Empowering Communities



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NONPROFIT DIGITAL TRANSFORMATION

My Brothers Keeper Outreach Ministries Inc.

Prudence B2B implemented Salesforce NPSP to centralize constituent, client-service, training, skills, location, donor, donation, and case information for a growing community outreach organization.

ENGAGEMENT Pro Bono Digital Transformation	SECTOR Community Outreach & Human Services	PLATFORM Salesforce NPSP
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THE CHALLENGE

My Brothers Keeper Outreach Ministries relied on manual processes and Google Sheets to manage staff, clients, services, trainings, skills, shelters, facilities, locations, donations, donors, and cases. The organization needed a more consistent and centralized way to manage program and constituent information.

OUR APPROACH

Prudence B2B configured Salesforce NPSP as a unified nonprofit CRM, adapting account and contact structures, establishing client-specific records and service tracking, and creating capabilities for training, skills, locations, fundraising, reporting, user access, and organizational adoption.

SALESFORCE CAPABILITIES DELIVERED

- Account and agency management tailored to the organization's data requirements.
- Contact and client management with appropriate record structures and page layouts.
- Tracking of services provided to individual clients.
- Training and skills management, including assignment to clients.
- Shelter, facility, and location tracking within Salesforce.
- Donor and donation tracking for grants, individuals, and organizations.
- Customized reports, dashboards, user setup, training, deployment, and support.

BUSINESS VALUE

- Centralized program, client, service, and fundraising information in one CRM platform.
- Reduced reliance on disconnected spreadsheets and manual recordkeeping.
- Improved visibility into client services, assigned trainings, and developed skills.
- Created a structured way to track shelters, facilities, and service locations.
- Strengthened donor and donation management for multiple contribution sources.
- Established a scalable Salesforce foundation for reporting, accountability, and future growth.

TECHNOLOGY & CAPABILITIES

Salesforce NPSP | Account & Contact Management | Client Service Tracking | Training & Skills Management | Shelter & Location Tracking | Donor & Donation Management | Reports & Dashboards

Need a practical Salesforce foundation for your nonprofit? Prudence B2B delivers assessments, implementations, improvement sprints, and managed support.



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