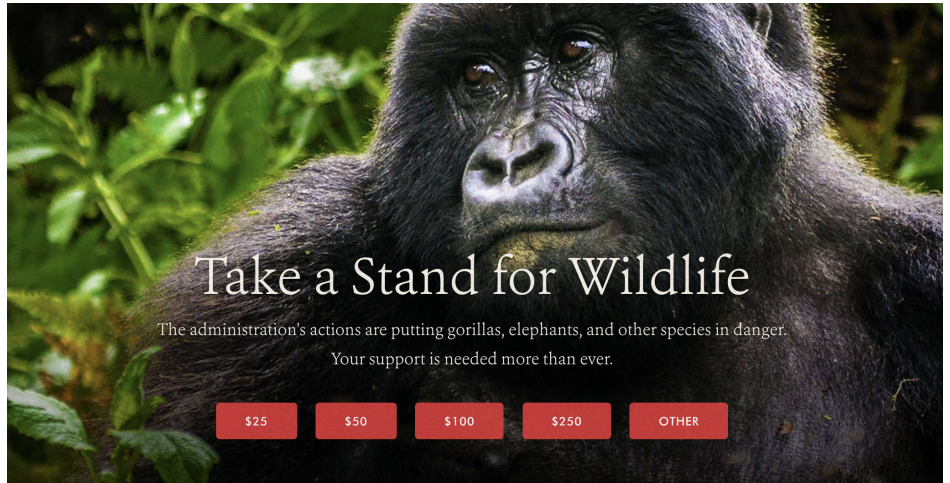


## CASE STUDY:

# HOW WCS USES SPRINGBOARD + SALESFORCE NONPROFIT CLOUD



### The Wildlife Conservation Society

(WCS) had a long-term vision for building relationships with members and supporters, in service of its mission to conserve the world's largest wild places.

To build a conservation movement of 5 million supporters, WCS knew it would need a corporate-scale technology ecosystem.

The organization chose the Salesforce Nonprofit Cloud to power its sophisticated supporter engagement strategy. WCS paired **Salesforce Marketing Cloud** with **Springboard** and the **Nonprofit Success Pack** to be able to offer personalized donor and activist journeys; access insightful, centralized data and reporting; and achieve a comprehensive, detailed view of each supporter.



It's such an exciting time. It's incredible that organizations like ours with limited funds can have access to the full power of the technology that the world's leading major corporations are using. My advice would be not to be afraid of that. Seize this opportunity for your organization.

#### Jonathan Palmer

Executive Director, Strategic Technology, WCS



The promise of Salesforce, Marketing Cloud and Springboard is the opportunity to finally create some of the programs and processes that we already know our constituents want, but also to be able to dream and create new offerings that we haven't even imagined yet.

#### Debbie Schneiderman

Executive Director, Marketing and Digital Programs, WCS



built by  jacksonriver

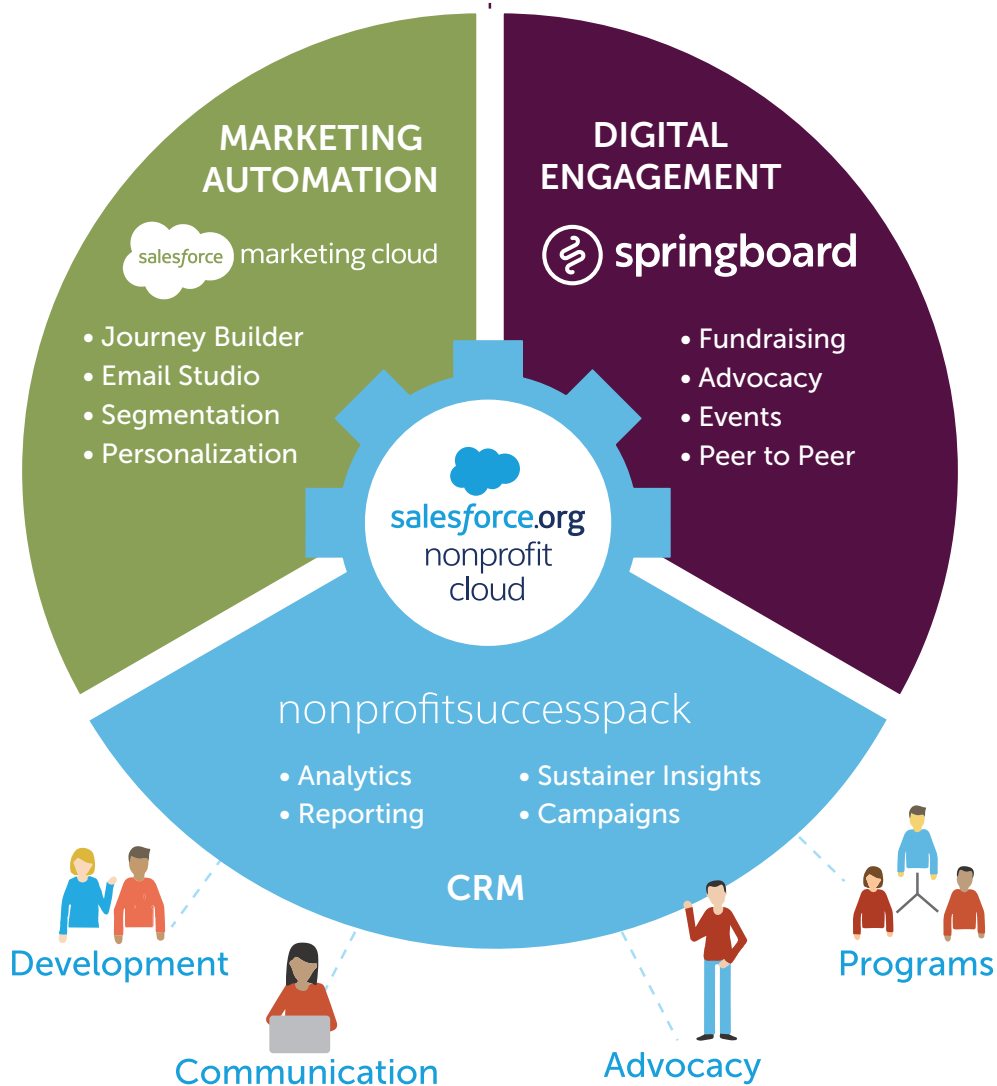
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# CASE STUDY: HOW WILDLIFE CONSERVATION SOCIETY USES SPRINGBOARD + SALESFORCE NONPROFIT CLOUD



Supporters



Ticketing & Membership Management by Gateway Ticketing Systems



[www.gospringboard.com](http://www.gospringboard.com)  
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Springboard is a Digital-First online fundraising, advocacy, events, and peer-to-peer platform that works as a native part of the Salesforce Nonprofit Cloud. Jackson River built Springboard to bring sophisticated, corporate-scale engagement technology to the nonprofit sector, giving organizations access to rapidly-evolving digital-marketing strategies, adapted for nonprofit needs.