



PARTNERING WITH ECHO TO CREATE COACHART CONNECT

"Our staff matched more than 10,000 kids and volunteers by hand. CoachArt Connect enabled us to reduce average staff time to make one match from 7 hours to under 17 minutes."

-Greg Harrell-Edge, Executive Director, CoachArt

CHALLENGE

CoachArt's process of matching families with volunteers was completely manual, paper heavy and time consuming. Staff had to compare skills, interests, proximity, and availability between volunteers and families. Just one match took up to seven hours of staff time.

- Lack of a self-serving model
- Manual registration processes
- Manual process to notify and communicate

SOLUTION

ECHO created CoachArt Connect, a two-sided marketplace community using Salesforce Community Cloud. ECHO developed:

- Online forms using Salesforce Lightning Flow to register quickly and easily
- Mobile-friendly Salesforce Customer Community to search, filter and view opportunities
- Automated notifications using SMSMagic and Salesforce email alerts

INDUSTRY: NONPROFIT

CoachArt creates transformative arts and athletics community for families impacted by childhood chronic illnesses.

RESULTS

REDUCED TIME

needed for matching from 7 hours to 7 minutes

EXPANDED PROGRAM

to San Diego without needing to hire new employees

INCREASED CASELOAD

from 250 volunteers to 1,000 volunteers per staff person

DECREASED COSTS

by 75% to make double the amount of matches