



ECHO STREAMLINES COMMUNICATION THROUGH SALESFORCE COMMUNITY CLOUD

"ECHO has been a stand-out partner for nonprofit solutions. Their team possesses key technical knowledge to solve all Salesforce problems. I would highly recommend ECHO to any organization!"

-Jackson Block, Business Analyst, UpStart Bay Area

CHALLENGE

UpStart's challenge was to streamline communication between staff, ventures and coaches. For years, UpStart used Google Docs, Sheets, Forms and email to share information, conduct assessments, and track milestones, which took hours to manually import to the Salesforce platform.

SOLUTION

UpStart engaged ECHO to create a community portal through the Salesforce platform by leveraging Community Cloud. ECHO developed:

- Salesforce reports and dashboards to view milestones and results.
- Direct messages and Chatter groups to encourage interaction and information-sharing.
- External data source to Google Drive to provide single point of access.
- Events and calendar functionality to schedule meetings between ventures and mentors.
- Automation to create and view open tasks to complete.
- Member directory with ability to search and filter.

INDUSTRY: NONPROFIT

UpStart partners with the Jewish community's boldest leaders to expand the picture of how Jews find meaning and come together.

RESULTS

STREAMLINED

experience to interact and share resources.

ENGAGED 100%

of mentors and mentees on the platform.

100 NEW USERS

introduced to the platform.

REDUCED STAFF

support to facilitate program.