



Client Case Study

Client: BDesh Foundation

Location: United States

Type: Registered Muslim Charity / Non-profit charitable organization

Be The **Change** You
Wish to See in The
World



Client Overview

BDesh Foundation works to serve underprivileged communities through education, health, disaster relief, and sustainable development initiatives. As they expanded their reach and number of campaigns, they faced growing complexity in managing donations, reporting impact, and sustaining donor relationships. This project aims to modernize and streamline BDesh Foundation's fundraising operations by implementing an integrated system for donation processing, donor self-service, campaign tracking, and transparent reporting — all in a way that improves the donor experience and operational efficiency.

Challenges

BDesh Foundation faced several challenges in managing its donor relationships and fundraising operations:

- Managing diverse initiatives like healthcare, food appeals, zakat, and orphan sponsorships created complexity in fund allocation and donor tracking.
- Donors had no seamless way to view donation history, download tax receipts, renew sponsorships, or update basic information and payment methods.
- Updating payment cards on existing recurring donations feature was missing.
- Offline/walk-in donations required manual processes, leading to inefficiencies.
- No automated engagement workflows for acknowledging donations or sending reminders.
- Donor was not able to donate for multiple causes at once.
- Difficulty in allocating funds and disbursements.

Solution Delivered

To address these challenges, we implemented a customized Salesforce Nonprofit Cloud + tailored components solution:

- **Donation Management** – Online donation forms integrated with Salesforce to capture one-time and recurring donations, directly on the Salesforce.com platform.
- **Automated Acknowledgements** – Instant receipts and thank-you emails sent upon successful donations. Personalized emails, renewal reminders & notifications, and engagement workflows.
- **Donor Self-Service** – Donors can view donation history, download tax receipts, update personal details (email/password), and manage payment methods.
- **Sponsorship & Recurring Donation Management** – Manage & renew sponsorships and update payment card information directly in all active recurring donations.
- **Zakat Calculator** – Easy-to-use tool for donors to calculate zakat obligations before donating.
- **Cart Feature** – Introduces a cart feature which enables donors to contribute against multiple causes in a single transaction.
- **Fund Allocation & Disbursements** – Streamlined process for assigning donations to specific projects/programs.
- **Crowdfunding Support** – Campaign-based fundraising for specific appeals.
- **Orphan Sponsorship Module** – Dynamic listing of orphan profiles on the website with detailed information and images, allowing donors to select and sponsor individual orphans seamlessly.
- **Tax Receipt Generation** – Automated, compliant tax receipts emailed to donors.
- **Reporting & Dashboards** – Real-time dashboards to track donations, campaigns, and donor engagement.
- **Integration with Payment Gateways** – Secure handling of card payments and recurring donation management.
- **Donor Tracking & Insights** – End-to-end donor activity tracking integrated into Salesforce dashboards.

Results & Impact

The Salesforce-powered solution provided Bdesb Foundation with a unified donor engagement and fundraising platform that significantly improved both operational efficiency and donor satisfaction.

- **Enhanced Donor Experience** – Donors now enjoy a seamless online journey—from making one-time or recurring donations to viewing history, renewing sponsorships, and managing their profiles, reducing administrative follow-up.
- **Transparency & Trust** – Real-time dashboards and detailed donation receipts increased donor confidence in how contributions were being allocated.
- **Stronger Donor Retention** – Automated reminders, renewal notifications, and personalized communication workflows reduced donor drop-off and encouraged recurring giving.
- **Improved Fundraising Efficiency** – Features like cart checkout, and integrated payment gateways simplified donation management for both donors and administrators.
- **Expanded Reach through Digital Tools** – The zakat calculator, crowdfunding features, and Twilio SMS/MMS integration boosted campaign visibility and donor engagement.
- **Streamlined Operations** – Admin teams now manage offline donations, fund allocations, and reporting through Salesforce dashboards with significantly less manual work.
- **Greater Visibility** – Orphan profiles with images and detailed information are now published directly on the website, making sponsorship opportunities more transparent and engaging.
- **Increased Sponsorship Conversions** – Donors can browse, select, and sponsor orphans seamlessly online, resulting in higher sponsorship uptake.

Client Quote



"With the new Salesforce system, we can focus more on serving those in need and less on manual processes. It has truly strengthened our connection with donors and improved how we deliver aid."

Sohel Ahmed

— BDesh Foundation, USA

Contact Us



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