



## WordPress + Salesforce Integration

When we connect your Salesforce CRM and your WordPress website, your organization can more easily manage its constituents, programs, and communications.

Here are a few examples of how we can help your nonprofit leverage the power of a WordPress + Salesforce integration to accomplish your goals.

### 1 Search & Filter

Visitors to your website can find events, chapters, volunteer opportunities, and other programs created in Salesforce. Filters can be set up using any fields in Salesforce including ZIP code, program type, and date.

### 2 Logging In

Your members can set up accounts on your site which will create or update Salesforce records. You can give them the option to sign in and update their contact information or register by connecting to their social media accounts.

### 3 Register & Check In

After finding events that match their search criteria, members can register and check in through your site. Add-to-calendar functionality gives registrants the ability to sync events to their personal calendars.

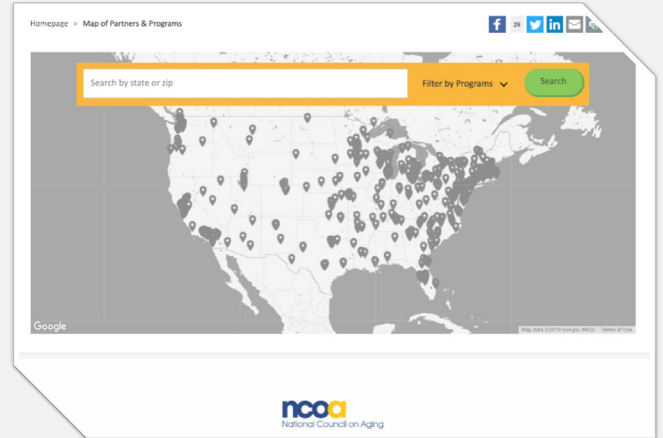
### 4 Custom Forms

Using a variety of applications, we can create custom forms on your website that feed information directly into Salesforce. No interaction will be lost because everything is updated in your CRM.

# Case Studies

## NCOA

The map we built for the National Council on Aging gives visitors the ability to find program partners across the country by searching by state or ZIP code. Users can also filter for specific program sites such as senior centers, benefit enrollment centers, and healthy living programs.



Home / Volunteer / Volunteer Center / My Registrations

### My Registrations

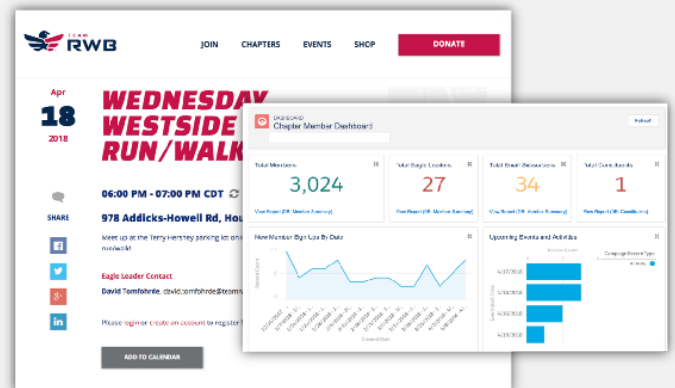
From this page you can update your profile, start, renew, or resume work on a registration, and take actions such as logging a visit. You'll find helpful resources and links on the menu to the right.

## PET PARTNERS

When a prospective volunteer begins an application on the Pet Partners website, a Salesforce record is immediately created. Staff can monitor their progress and volunteers can log in to manage their accounts.

## TEAM RWB

Team RWB members can use geolocation to find events, register, and check in upon arrival. Staff and leaders see this information in real time on custom Salesforce dashboards.



## About Firefly

Firefly Partners creates tailored digital solutions for progressive nonprofits. Email us at [info@fireflypartners.com](mailto:info@fireflypartners.com) if you're interested in a WordPress + Salesforce project for your nonprofit. [www.fireflypartners.com](http://www.fireflypartners.com) | 303.515.7155

