

CUSTOMER STORY

Creating GDPR Compliant Donation Forms for Salesforce

When the General Data Protection Regulation (GDPR) came into effect throughout the European Union, Make-A-Wish Ireland needed to find an easy-to-use tool that could comply with the new data regulation. With help from Salesforce consulting agency Cloud for Good, they identified Forms for Salesforce as the best solution.



Make-A-Wish Ireland has one simple aim: to grant the wishes of children with life-threatening medical conditions. Since 1992, Make-A-Wish has granted wishes for more than 2,600 brave children across Ireland, including 181 wishes in 2019 alone.

Industry
Nonprofit

Customer Since
2018

Use Case
Online Donations

Products
Formstack for Salesforce

Features
Native Builder, GDPR Compliant Forms, Payment Processing

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Challenge

Collecting data from donors, volunteers, and Wish families is a crucial part of making wishes come true. When GDPR rolled out in the EU, Make-A-Wish needed to find a nontechnical tool that would make it easy for any staff member to build a GDPR compliant form. As they audited their processes, they realized the need to minimize manual data entry and improve data security.

Too much time
spent on manual data entry and
GDPR-compliance technical details

Solution

With assistance from Cloud for Good, a Formstack partner specializing in Salesforce consulting, Make-A-Wish Ireland added Formstack's Salesforce app to their tech stack. All donations coming through their website are now captured using a GDPR compliant payment form. Because Formstack's Salesforce app is 100% native, data collected through any form is directly placed into Salesforce, without any manual steps or integrations.

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Make-A-Wish Ireland is using Formstack as a donation tool. The fact that Formstack's Salesforce app is built on Salesforce allowed us a lot of flexibility to accommodate specific donation processing needs.



Tal Frankfurt

CEO and Founder at Cloud for Good

The Results



Eliminated
manual data
entry



Improved data
security



Ensured GDPR
compliance



Simplified form
production



Expanded staff's
access to data



Streamlined
online donations