

CUSTOMER STORY

Maximizing Nonprofit Story Collection Within Salesforce

Telling compelling, authentic stories is crucial to a nonprofit's success. When Big Green was finding it difficult to collect stories from their Learning Gardens, they partnered with Mogli and Formstack to come up with a clever, yet simple solution.



Big Green's mission is to create a healthier future for kids through a nationwide network of Learning Gardens and food literacy programs at low-income schools. Learning Gardens are outdoor classrooms with productive, edible gardens that not only change the way children think about food, but also accelerate a shift in food culture within communities.

Industry

Nonprofit

Customer Since

2018

Use Case

Nonprofit Story Collection

Products

Formstack for Salesforce

Features

Native Builder, File Uploads

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Challenge

Stories from Big Green's Learning Gardens were slipping through the cracks when Big Green employees were not on site. Teachers would have excellent moments with students in the gardens, but by the time they were back to their desk with a moment to spare, the details of the story had slipped from their mind. When they did remember to submit a story, their only way to get details to Big Green was through a clunky, hard-to-find Google doc. This process was difficult to perform from a phone or tablet, so many stories ended up getting lost while in the garden.

Clunky, hard-to-find
Google doc was being utilized for story submissions and causing difficulties

Solution

Big Green combined Mogli SMS, a SMS messaging tool that directly integrates with Salesforce, and Forms for Salesforce to create a simple and easy way for teachers to submit stories while in the garden. Teachers text a keyword to begin a chat focused on collecting story details. Once the basic details are captured, a link to a pre-populated Formstack form is sent to them. Teachers can access this form from the device of their choice to add more story details, upload photos, and share videos. Once submitted, a record is created within Salesforce, giving Big Green employees easy access to all stories from the gardens.

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Formstack has transformed how we collect information from our gardens. Not only are we getting more stories, but they are better quality too! Our advancement team is ecstatic because now we have a means of showing our donors the impact.



Keegan Amrose

Computer and Information Scientist at Big Green

The Results



Gathered more stories from the gardens



Collected videos and photos to share with written stories



Automated story archiving into Salesforce



Received more accurate data



Allowed teachers to submit details without needing internet onsite



Improved Big Green's ability to show impact

➤ See more case studies and stories at formstack.com/customers

