

BUILT FOR SERVICE

A CRM-Integrated Platform for a Multicultural Nonprofit



OVERVIEW

A U.S.-based multicultural nonprofit serving Native American communities needed a platform to document local businesses, offer resources, and facilitate engagement through digital channels. This engagement demonstrates how CRM-driven websites can support real-world community impact.

PROBLEM

The nonprofit had no central system for business registration, outreach, or training facilitation. They needed a reliable web solution tightly integrated with a CRM to manage operations, offer support, and enable community empowerment.

RESULT

The nonprofit now benefits from a centralized system to document, support, and engage with community businesses. The integration between the website and Salesforce empowers the team to manage operations with efficiency and clarity.

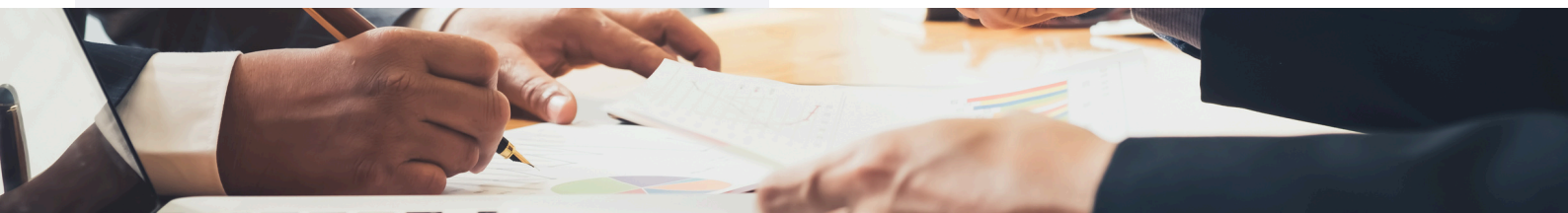
RESULT

Our **CRM Specialist Lead, Godfrey Malan**, led the technical implementation, delivering:

- **Website Build:** Developed using GoDaddy's web infrastructure for accessibility and speed.
- **Salesforce CRM Integration:** Full Salesforce setup for registration management, automation, and data storage.
- **Custom Workflows:** Built end-to-end solutions for tracking registered businesses and supporting ongoing nonprofit operations.
- **Team Collaboration:** Executed all components while working alongside a delivery team for successful implementation.

READY TO BUILD YOURS?

Empowering nonprofits through technology means enabling scale, transparency, and outreach. Is your nonprofit ready to scale its mission with technology? [Book a discovery call](#) to speak with our development team.



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