

CASE STUDY

FAYE REVITALIZES CONSERVATION NATION WITH THE LATEST SALESFORCE NONPROFIT TECHNOLOGY



ABOUT CONSERVATION NATION

Conservation Nation is a nonprofit organization dedicated to saving species by making wildlife conservation accessible and inclusive.

Guided by its vision:

“A planet sustained by diverse wildlife conservationists, so all life thrives”

— the organization works to break down barriers and create opportunities for aspiring and established conservationists alike.

Through grant programs, education, and fundraising initiatives, Conservation Nation is building a more inclusive and impactful wildlife movement.



THE CHALLENGE

To further its mission, Conservation Nation needed to modernize its technology infrastructure.

Key challenges included:

- Outdated systems limiting fundraising growth
- Paper- and email-based grant applications and reviews
- Disparate marketing platforms, including Mailchimp
- Limited visibility into donor engagement and campaign performance
- A legacy database (Tessitura) that no longer met their evolving needs

They required a unified, scalable Salesforce ecosystem to strengthen fundraising, streamline grants management, and elevate marketing efforts.

“Faye were fantastic to work with. They had infinite patience setting up multiple systems around complicated, multi-layered asks. I couldn’t recommend them highly enough!”

– Director of Grants & Marketing



THE SOLUTION

Conservation Nation partnered with Faye to fully transition to Salesforce and implement a modern nonprofit technology stack.

Salesforce Nonprofit Success Pack (NPSP)

Faye installed and configured Salesforce NPSP from the ground up, aligning it to Conservation Nation’s constituency model. All fundraising data — including donors, volunteers, and board members — was migrated, allowing the organization to fully retire its legacy Tessitura database.

Grants Management & Experience Cloud

Faye implemented Salesforce Grants Management and Experience Cloud to digitize the entire grant lifecycle.

This transformed a manual, paper-based process into a fully online application and review system. Grantseekers now apply, submit requirements, and manage awards through a customized portal — significantly increasing efficiency and scalability.

Classy Integration

To strengthen fundraising capabilities, Faye integrated Classy for peer-to-peer fundraising. This provided improved donation tracking, campaign management, and expanded reach for fundraising initiatives.

Pardot (Marketing Cloud Account Engagement)

Faye consolidated multiple marketing tools into a single Pardot implementation, enabling:

- Targeted audience segmentation (donors, volunteers, board members)
- Automated engagement programs for campaigns like year-end appeals
- Seamless form integration, replacing WordPress forms with Pardot forms that sync directly into Salesforce

This unified marketing system improved campaign execution, tracking, and engagement visibility.



RESULTS

The transformation delivered measurable impact:

- Over \$100,000 allocated to conservation organizations through enhanced fundraising efforts
- A streamlined, fully digital grants process with over 50 applications received and significantly faster review cycles
- Increased grant frequency due to operational efficiency gains
- Successful execution of recurring initiatives like monthly newsletters and end-of-year fundraising campaigns
- Improved visibility into campaign engagement and donor performance

By modernizing its Salesforce ecosystem with Faye, Conservation Nation strengthened its ability to fund conservation efforts, expand its reach, and support the next generation of wildlife conservationists.

