

CASE STUDY

# Funds2Orgs Makes Their Mark with Sugar Market



Funds2Orgs bridges the gap between non-profits seeking funds and micro-entrepreneurs in 26 developing countries who need a constant supply of new, used, or gently worn shoes.



**Industry**

Community Services, Nonprofit, Shipping, Transportation and Logistics



**Size**

11 - 50 employees



**Location**

Orlando, FL



**SugarCRM products in use**

Sugar Enterprise  
Sugar Market

## Summary

An Orlando-based marketing agency needed automation tools to offload manual tasks and eliminate busy work.

## The Challenge

Funds2Orgs needed customized workflows, modules, and marketing campaigns to fuel company growth. The search was on for an implementation partner who understood the unique needs of their sales model, which didn't include contracts and gathers leads differently than other organizations.

## The Solution

With help from digital agency Faye, Funds2Orgs implemented Sugar Enterprise so they could easily create new modules that hook into other workflows. Faye also helped create custom modules to easily count bags of shoes and update their customers on the status of their drive. And with Sugar Market, Funds2Orgs can now generate leads that automatically funnel into drip and nurture campaigns. All of these tools have enabled Funds2Orgs to provide high-definition customer experiences (HD-CX) whether prospects want to engage via email, call, or text.

## The Outcome

**Now, Funds2Orgs are collecting thousands of data points and empowering their team to build stronger relationships with partners that keep coming back.**

Funds2Orgs have freed up 50% of sales' time by automating lead emails, tracking bag counts and fundraiser status, and simplifying workflows across teams. Plus, they can conduct robust reporting that gives their leadership team a sense of who their audience is, what they need, and where to go next. That's what happens when you let the platform do the work.

## Do you need help optimizing your CRM?

Reach out to our sales team to engage in our Sugar efficiency review process!