



case study



Industry: Non-Profit



Products Used: NPSP

Company Overview

Leukaemia UK funds ground-breaking research to stop leukaemia devastating lives. Bringing together the leukaemia community, Leukaemia UK accelerates progress through life-changing research, awareness and advocacy. Doing everything possible to make sure that the next person with leukaemia has the best possible experience of diagnosis, treatment and care.

Challenges

LUK recognised several areas for enhancement:

- **Building Donor Relationships:** Transitioning from the previous account model presented an opportunity to improve segmentation and strengthen donor connections.
- **Adopting Best Practices:** By aligning with Salesforce® NPSP best practices, LUK aimed to enhance automation and streamline processes.
- **Enhancing Insights:** Reactivating functionality offered the potential to improve real-time reporting and engagement tracking.

Solution

Mint® partnered with LUK to realign their Salesforce® NPSP implementation with best practice:

- **Restored NPSP Settings:** Reactivated automation and core functionalities for seamless operations.
- **Updated Permissions and Record Ownership:** Strengthened data security and integrity.
- **Enhanced Page Layouts and Dashboards:** Provided clearer donor insights and real-time rollup metrics.
- **Performed Retrospective Data Updates:** Ensured consistency across donor records and opportunities.

Results

- **Adoption of Advanced NPSP Features:** Enabled features such as Recurring Donations, Matched Gifts and Forecasting.
- **Scalable Donor Management:** Improved engagement and fundraising with structured donor relationships.
- **Trusted Data and Accurate Reporting:** Enhanced decision-making through reliable donor metrics and insights.



“Working with Mint® has been a game-changer for us. Their expertise and strategic approach have given us the tools we need to manage our donor relationships more effectively and focus on our mission with confidence.”

Eilidh Pollard, CRM Manager

Conclusion

Mint®’s expertise in Salesforce® NPSP has provided LUK with a scalable, future-proof solution. With enhanced data accuracy, automation, and donor insights, LUK is now better positioned to drive impactful fundraising and research initiatives.

Ready to future-proof your business with Salesforce®?

Contact Mint® today:
+44 (0) 800 032 2840
hello@mintcrm.co.uk



To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



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