**Project Title: “Smart NGO Portal – Donor & Campaign Management System”**

* **Industry: Non-Profit / Social Services**
* **Project Type: B2C Salesforce CRM Implementation**
* **Target Users: NGO Teams, Donors, Volunteers, Campaign Managers**

**Problem Statement**

Many Non-Governmental Organizations (NGOs) still rely on spreadsheets, emails, and manual registers to manage their donors, track donations, and run campaigns. This creates major challenges such as:

* Missed or untracked donations
* Duplicate donor records
* No clear follow-up or acknowledgment process
* Difficulty in showing donors where their money is used
* No real-time reports for management or stakeholders

To address the company wants to implement a Salesforce-based NGO & Donation Management CRM, which will:

* Store all donor data in one central system
* Track donations and generate receipts automatically
* Send thank-you emails/SMS instantly after donations
* Manage multiple campaigns and show progress in real time
* Provide dashboards for transparency and quick decision-making

**Use Cases**

1. **Donor Registration & History Tracking :** Register new donors, avoid duplicates, and maintain a complete donation history for each donor.
2. **Donation Tracking & Automated Receipts :** Record donations, update donor totals, and automatically send acknowledgment receipts via email/SMS.
3. **Campaign Creation & Progress Monitoring :** Create fundraising campaigns, track funds raised, and view progress on interactive dashboards.
4. **Real-Time Reporting & Insights :** Provide management with real-time dashboards showing donation trends, top donors, and campaign performance for data-driven decisions.