

# **Future Kings Mentoring Inc.**

## **Executive Summary**

### **Community Partner**

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### **Student Consulting Team**

Ben Condemi, E.J. Ezuma-Ngwu, & Joshua Washington

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## **Background**

Future Kings Mentoring Inc. (FKM) empowers Black male youth through leadership development, educational support, financial literacy, and exposure to STEAM (Science, Technology, Engineering, Art, and Math). Their core programs include discussion-based workshops, STEAM projects, annual toy drives, and the “King’s Court” fundraising event.

## **Project Description**

### **Project Opportunity**

Before this project began, FKM primarily relied on Microsoft 365, Squarespace, and Zeffy to manage its IT operations and fundraising campaign. Donor names, contact information, and donation totals were stored across multiple SharePoint locations and Excel files, resulting in operational inefficiencies. The organization lacked a centralized Customer Relationship Management (CRM) system, which contributed to missed funding opportunities and inefficient donor engagement.

### **Project Vision**

FKM evaluated a range of CRM solutions that aligned with its requirements and budget, ultimately selecting Salesforce as the most suitable option based on key criteria including cost, ease of implementation, functionality, and potential for future growth. The CMU team envisioned a custom Salesforce solution that would serve as the single source of truth for all organizational data and enable FKM to better manage their existing relationships and cultivate new ones.

## **Project Outcomes**

The Salesforce CRM solution implemented for Future Kings Mentoring (FKM) significantly enhances the organization's ability to manage its data, improve communication workflows, and streamline engagement with stakeholders. This highly scalable cloud-based technology centralizes mentee, family, volunteer, program, and donor data. It also enables FKM to better manage mentee and parent involvement, track donations, and record interactions in one system, eliminating the previously fragmented Excel/SharePoint approach.

## **Project Deliverables**

The CMU team sanitized and migrated all of FKM's historical data from a range of locations and centralized it in Salesforce. The team then analyzed this data and displayed the most relevant information on a custom-built dashboard. Finally, the team integrated the novel Salesforce solution with the existing FKM ecosystem (Squarespace and Outlook) by configuring automated and/or seamless connections between the various platforms. The entire project is documented with conventional documentation as well as in-depth video-tutorials detailing the various capabilities, relationships, and value-propositions associated with the Salesforce solution.

## **Recommendations**

The CMU team recommends that FKM have their Salesforce administrator create an account on the Power of Us Hub. FKM should also enable Campaign Influence settings in Salesforce and configure the recurring donation settings in the NPSP.

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## **Student Consulting Team**

**Ben Condemi** served as the project manager, developer, and client relationship liaison. He is a senior majoring in Information Systems with a minor in Machine Learning. After graduation, he will be commissioned as a Navy Officer and is looking forward to a career as a Naval Aviator. He worked on implementation, testing, project milestone documentation, and polishing deliverables for this project by touching up user interfaces and finalizing written submissions.

**E.J. Ezuma-Ngwu** served as the project data manager and developer. He is a senior majoring in Information Systems with a minor in Human Computer Interaction. He will be working as a Software Engineer at Microsoft after graduation. He worked on implementation, testing, documentation on data cleaning donor records and student information from forms and surveys, migrating all data to Salesforce, and implementing a campaign system for future events. He also developed custom mappings for future data imports.

**Joshua Washington** served as the primary note-taker for weekly client meetings. He is a junior majoring in Information Systems with a minor in IDeATe Game Design. He will be interning as a Software Engineer at Arfield Engineering in Chantilly, Virginia this summer. After graduation, he plans to pursue a career in software engineering. He was responsible for polishing final project deliverables such as the report and executive summary as well as finalizing written submissions.