**MONISHA.DUSANAPUDI**

**Phase 1: Problem Understanding & Industry Analysis**

**Non-Profit Donation & Volunteer Management**

**Requirement Gathering**

* **Core Functionality:** gathering the specific features needed, such as tracking individual and corporate donations, managing recurring gifts, and logging in-kind donations.
* **Reporting & KPIs:** Identifying the key performance indicators like total funds raised, volunteer hours per event, and donor retention rates.
* **Automation:** manual processes can be automated for sending thank-you letters and donation receipts.

**Stakeholder Analysis**

* **End Users:** The non-profit staff, including fundraising managers, volunteer coordinators, and program managers. Their needs focus on user-friendly interfaces and easy access to data.
* **Donors & Volunteers:** While they are not direct users of Salesforce, their experience is a key part of the project. A seamless and personalized experience is a critical requirement.

**Business Process Mapping**

* **Volunteer Lifecycle:** Map the process of a new volunteer joining, signing up for a job, completing a shift, and their hours being tracked. This process should be easy and efficient for both the volunteer and the non-profit.
* **Data Flow:** Diagram how data moves between different objects (e.g., how a donation on the Opportunity object is linked to a Contact, and how volunteer hours are also linked to the same Contact).

**Industry-specific Use Case Analysis**

* **Campaign Management:** Use cases for planning and tracking the effectiveness of fundraising events, appeals, and online campaigns to measure their ROI.
* **Volunteer Engagement:** Use cases for matching volunteers with jobs based on their skills and sending automated reminders for upcoming shifts.

**AppExchange Exploration**

* **Core Packages:** The project will be built on the **Nonprofit Success Pack (NPSP)** for donor management and **Volunteers for Salesforce (V4S)** for volunteer management.