**Problem Statement Document**

***Title: NGO Donor & Volunteer CRM***

**1. Problem**

Non-Governmental Organizations (NGOs) often face challenges in managing donors, tracking donations, coordinating volunteers, and monitoring events. Manual tracking through spreadsheets or paper-based methods leads to errors, poor transparency, and weak donor relationships.

**2. Objectives**

* Create a centralized system for managing donor and volunteer information.
* Track donations with automated acknowledgments and approvals for high-value contributions.
* Provide dashboards and reports for directors and managers to analyse NGO performance.

**3. Scope**

The Salesforce CRM application will include:

* Custom objects for Donors, Donations, Volunteers, and Events.
* Automated processes like thank-you emails, duplicate donation checks, and approval workflows.
* Reports and dashboards for trending donations, how volunteers are engaged in work, and event performance.
* Role-based access for Admin, Donor Manager, Volunteer Manager, and Director.

**4. Impact**

The CRM will reduce manual effort, improve donor and volunteer satisfaction, ensure transparency in donations, and provide actionable insights for decision-making. Ultimately, this enhances the NGO’s ability to focus on social impact rather than administrative challenges.