

A photograph of four pairs of sneakers, two yellow and two red, all with white laces, arranged in a row. The shoes are positioned on a dark, textured surface, possibly asphalt. The image is partially obscured by a dark blue geometric shape that frames the top and right sides of the page.

CUSTOMER CASE STUDY

Shoe Drive Company Fuels Non-Profits, Global Needs, and High- Definition Customer Experiences

funds**2**orgs™

The idea for Funds2Orgs started in Wayne Elsey's kitchen. After seeing the devastation of the 2004 Indian Ocean tsunami, he left his lifelong career in the shoe manufacturing business to establish Soles4Souls, one of the largest multi-million dollar nonprofits in the U.S. From there, he began a marketing company geared toward non-profits. But he quickly realized non-profits lacked the funds they required — and developing nations still needed shoes.

Funds2Orgs is the bridge between the two, collecting new, used, and gently worn shoes from non-profits seeking funds (like churches, civic organizations, and even individuals) to supply to micro-entrepreneurs in developing countries. The for-profit social enterprise has partnered with nearly 20,000 different non-profits, paying them by the pound for the shoes they collect and distributing them to 26 developing countries around the world.

Industry ///


Community Services

Location ///

Orlando, FL

Website ///

www.funds2orgs.com



Funds2Orgs has issued more than \$11 million in fundraising for organizations since 2013, helping them reach their own missions. Plus, it's kept millions of shoes out of landfills and supported micro-entrepreneurs in countries without government aid.

"We're their supply chain," said Courtney Eaton, President of Logistics at Funds2Orgs. "Without Funds2Orgs, their supply chain becomes nil, and they can't provide for their families."

Growth Requires Increased Flexibility

Funds2Orgs began tracking and managing partner relationships through simple forms and Excel or Google spreadsheets in its early days. But with a background in software development, Courtney knew the organization would need more support if it wanted to grow. So she downloaded a free, open-source, legacy version of [SugarCRM](#) and made customized modules and development changes to suit the organization's needs.

Eventually, Courtney felt Funds2Orgs had outgrown the free software. Her growing responsibilities required more of her attention in multiple places. And employees worked from three different offices, often collaborating with external teams like global logistics companies or drivers to facilitate shoe pick-up.

With all these moving parts, it was essential for Funds2Orgs to choose a CRM that could help it make the sales process fast and manage its partners efficiently.

Plus, Courtney knew the business required ultimate flexibility for its unique sales process. Unlike other organizations, Funds2Orgs doesn't have contracts. It gathers leads differently and its sales team is measured differently too.

Courtney's team explored multiple CRM options, but chose [Sugar Enterprise](#) deployed through [SugarCloud](#) for increased flexibility and customization.

"I needed a tool that would be able to facilitate the connection between all of our website funnels into a single system, and Sugar was able," said Courtney.

Customization Breeds Innovation

Funds2Orgs engaged Sugar partner [Faye](#) to lead the implementation. Considering Funds2Org's unique sales model, Faye's quick and supportive development staff was appealing to Courtney and her team. Now, she and her team conduct regular reviews with Faye to assess where the organization is and where they're going.

"When a company can understand how you do things, it's a lot easier to explain the next steps and what you're trying to achieve," said Courtney.

"Sugar Market and our Sugar Enterprise instance is where all the magic happens for Funds2Orgs."

— COURTNEY E.
President of Logistics,
Funds2Orgs

“When you’re able to explain things and they fully understand what you need because you’re not a normal sales company...it’s just vital.”

Funds2Orgs now has four websites, including its associated brands Sneakers4Funds, Cash4Shooz, and Shoes With Heart, as well as social media data feeding into its Sugar instance. The organization has the flexibility to create new modules that easily hook into other workflows. With every new module Funds2Orgs creates, it provides training to its users. The team is quick to adopt the new workflows since they automate sales processes, removes busy work, and addresses specific suggestions they’ve made.

“They’re very excited to use it because it creates an easier step for them and their job process throughout the day,” said Courtney. “Everybody in the office has their own account and lives in Sugar every day.”

Working closely with Faye, Funds2Orgs spent a year creating the customized functionality to account for each bag of shoes collected. Funds2Orgs even developed a special bag counter module to help its coaches who work directly with organizations needing funds assess their shoe drive status. The counter then resets every week, while keeping track of previous donations and generating reports for the Funds2Org’s operations and compliance teams.

“We’ve freed up so much time that these guys are able to coach more and help their partners reach the 100-bag mark so they can earn the funding they need,” said Courtney. “Sugar has really increased efficiencies in our coaching and sales floor exponentially.”

With all its data in a central location, Funds2Orgs can create [high-definition customer experiences \(HD-CX\)](#) that get at the heart of its partners’ missions and fundraising goals. The

company also uses [Sugar Market](#) as a lead generation tool to identify new partners and immediately begin building relationships. Funds2Orgs funnels the data it collects into a nurture or monthly drip campaign so sales has more time to directly call new partners, identify their main fundraising goals, and begin building long-term relationships.

“It’s a very integrated system,” said Courtney. “We’re able to facilitate how they like to communicate and allow our team to coach partners to fundraising success.”


For its innovative use of Sugar Market, Funds2Orgs was even named the [2021 Top Marketing Campaign of the Year](#) Breakthrough Award Winner by SugarCRM. The award celebrates the best creative, successful, and integrated campaign launched by a Sugar customer using Sugar Market.

More Flexibility Means More Mission-Driven Funding

Funds2Orgs has achieved tremendous results from using Sugar. Courtney estimates the team has freed up to 50% of its time by automating lead emails and call creation, tracking bag counts and fundraiser status, and simplifying workflows across teams.

“Sugar Market and our Sugar Enterprise instance is where all the magic happens for Funds2Orgs,” said Courtney.

Plus, Funds2Orgs leaders can regularly track progress with reporting to see where leads are coming from, who is converting, and which partners are achieving the funds they want to earn. The organization can even report on demographics like how leads hear about Funds2Orgs, their lead category, which leads are active now, who is a repeat customer, and who the organization needs to target next.



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More importantly, having all its data in one central platform gives the company visibility to help partners focus their efforts, raise the money they need, and continue working with Funds2Orgs into the future.

"We're able to really drill down through the data because of the way the trigger is designed," said Courtney.

Looking ahead, Funds2Orgs is working on integrating a third-party shipping program to streamline distribution of the organization's shoe shipping kits to partners.

"Sugar is always growing and adding new things so we can improve what we're doing," said Courtney. "I love the fact that Sugar is always advancing and looking for that next thing to improve upon its software."

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SUGAR PARTNER

Faye is a CRM technology consulting firm that has successfully completed over 1,000 CRM projects over the last 12 years as Sugar Partner. They showcase their expertise through a growing library of custom-built software enhancements, tools, and integrations used by 100,000+ Sugar users every day. As one of the only Elite Reselling Partners in the U.S. and as the 2022 Sugar President's Club Partner of the Year, Faye demonstrates their ability to help clients leverage the full capabilities of the Sugar platform to drive sales, marketing, and customer service.

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About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).