

Helping Migrant Leaders implement and utilize Salesforce

Case study

After moving to Salesforce to manage its volunteers and beneficiaries, find out how Revolent was able to support Migrant Leaders with its ambitious growth plans.

Revolent
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MIGRANT LEADERS





MIGRANT LEADERS

connections • capabilities • courage

About Migrant Leaders

Migrant Leaders is a UK charity that develops opportunities for young migrants to become future leaders.

They partnered with Revolent through the Revols for Good initiative, the CSR arm of Revolent that provides charities with voluntary Salesforce talent to help them achieve their goals.

Having previously managed their processes using spreadsheets, and as the number of volunteers and beneficiaries grew, recording and accessing data to match mentees with mentors had become time-consuming and cumbersome for the charity. Having to shift between spreadsheets and emails to bring processes into play prompted similar issues.



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The challenge

What Migrant Leaders needed was an effective system to manage data and processes as well as overall levels of communication. In short, they needed Salesforce.

We wanted to be more efficient and have smoother processes in order to save time and be able to grow, meaning we can work on developing our offering to our beneficiaries and manage relationships with our volunteers. We can then engage more with both groups and address their needs more effectively. We have large growth ambitions for Migrant Leaders, and having a system like Salesforce in place will help us achieve those goals. We want to work with companies that share our values. By working with Revolent's Revols for Good program, we are looking to enhance Migrant Leaders' ability to work with more young people and volunteers, so we can increase our impact year-on-year. At the same time, we want to show that diversity, equality, and inclusion are good for the communities we work with, good for business, and good for Britain.

Fauzia Hart
Head of Operations





The solution

Founder and CEO, **Elham Fardad**, approached *Revolent* President **Nabila Salem**, who had previously joined *Migrant Leaders* as a mentor and had become a great advocate and supporter. Revols were assigned to support the charity with their aims, which started with getting to know how the charity operates and what its goals were.

To get things off the ground, the Revols advised on the best ways to share information and developed their own understanding of the charity's processes. They were then able to accommodate those processes within the Salesforce set-up they designed.

"As a charity with limited resources, we needed Revolent's support otherwise we couldn't have considered implementing such a system," explains Fauzia. *"The voluntary aspect of this was crucial to us, as was the level of expertise and knowledge that the Revols brought to support Migrant Leaders."*

The Impact

Revolent instilled high levels of confidence within the organization, and carefully considered the balance required between automation and the personal approach that Migrant Leaders work so hard to maintain.

Responsive to feedback, the Revols in question had a major impact on the charity's ability to support their beneficiaries and engage with volunteers, largely thanks to the amount of time that has been freed up.

As with so many industries and interactions in 2020, the trials and tribulations brought about by Covid-19 saw communications taking place online. *"Despite that,"* says Fauzia, *"we've been able to form an effective working relationship. Even the odd connectivity issue during meetings hasn't affected the team and their ability to press on, set up a project plan, and build the Migrant Leaders Salesforce set-up."*

“

The Revols presented weekly updates on their progress and demonstrated their set-up extremely clearly. Where I've raised a question or asked 'can it be done like this?', they've responded quickly, explained how the system works, and suggested workarounds wherever they're needed.

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Fauzia Hart
Head of Operations,
Migrant Leaders

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Social impact is not only generated by those who face the public and talk on stage. Social impact also derives from every single person who contributes every day behind the scenes to make charities function and deliver the outcomes to as many beneficiaries as possible. We are truly grateful to Revolent's Revols For Good Team for helping us implement this CRM system, enabling us to deliver our development program to the growing number of the deserving young people we have the privilege to work with.

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Elham Fardad
Founder and CEO,
Migrant Leaders



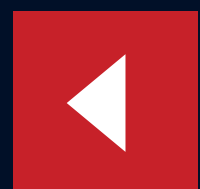
A background image showing two women in an office environment. An older woman with white hair and glasses is pointing at a document held by a younger woman with dark hair and glasses. They are both smiling and appear to be in a collaborative work setting. The background is slightly blurred, showing office windows and interior lighting.

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