

Salesforce

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The Salesforce Ohana (family) extends our gratitude for the great work Ys worldwide are doing in the face of the current pandemic. At Salesforce, our philanthropic model has been a cornerstone of the organization since our inception where we donate 1% of our technology, 1% of employee time for volunteering, and 1% of our equity to education and workforce development grants each and every year. Today, Salesforce partners with many YMCAs to help manage their various programs, member engagement and more.

Over the past several weeks, Salesforce has reached out to several Ys to understand how we can be a great partner to help tackle many of the challenges that are taking shape and we face together. In response to COVID-19, Salesforce launched the [Salesforce Care](#) program. This program is a **free rapid response solution** to help governments and companies navigate COVID-19 in order to help you stay connected to your members, employees, and partners even when they are working remotely. It's a compilation of technology solutions, enablement resources, and thought leadership to provide guidance in solving some of the challenges your industry is facing.

1. Automation due to limited resources (do more with less).
2. Social listening, publishing, and engaging to stand up an industry leading virtual front door.
3. Collaboration Tools and Community web portal for all employees to find information, share information, and communicate with one another.
4. Community web portal for all members, donors, volunteers to engage with one another, engage with the Y, and realize the true 360 degree view of the value the Y provides to each and every community.
5. Customer Service automation to handle high volume member requests without sacrificing customer satisfaction.

Local communities need the Y more than ever before. That includes current members and potential members who use this time to get engaged in their community which starts with the virtual environment front door of your YMCA. As we navigate the pandemic together, it is important to maintain brand image, promote positive sentiment, point people to your Y's website, and stay engaged. All of this is measurable and reportable in real time which is paramount in times of crisis, recovery, and beyond.

Please reach out if you are interested in learning more about the [Salesforce Care](#) program or our current partnership with YMCA associations today.

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