Utilize Salesforce Management Services
And Process Payments in One Platform

A BluePay Success Story

The ADAMS Center of Washington, D.C. is a nonprofit 501C3 religious organization serving thousands of families. With their swiftly increasing population, ADAMS Center needed an effective way to accept donations and membership fees, while managing their member and volunteer databases.

SOLUTION

ADAMS Center's decision to switch to Salesforce was coupled with their search for an integrated merchant account processor. BluePay's Salesforce plugin helped ADAMS Center make their decision that much simpler. In July 2014, they officially launched Salesforce along with BluePay's plugin. Using a secure hosted donation page, ADAMS Center accepts donations on their website.

Their donors' sensitive payment data is securely stored on BluePay's servers, which significantly reduces their PCI scope and gives their donors peace of mind knowing that their information is safe from fraud. The donation information is structured into Salesforce, along with transactions they process for membership fees. Having BluePay's payment processing capabilities within Salesforce also meant working with one interface. They didn't have to switch back and forth between programs, which increased time efficiency, reduced double-data entry errors, and simplified the reconciliation process.

BENEFITS

✔ Credit cards and ACH/eCheck payments processed in CRM database all within one interface

✔ Omnichannel solution for all payment acceptance needs

✔ Online donations accepted using a secure hosted payment page

✔ Donors retained and contribution amounts increased using rebilling cycles

✔ Reporting in one centralized location for a simplified reconciliation process across all channels

✔ Transaction status available in real-time through Salesforce and the BluePay gateway

✔ Double-data entry errors decreased to improve time efficiency

Schedule a consultation today!

800-684-4621

www.BluePay.com/GetStarted

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BluePay

ADAMS Center Seeks Out Omni-Channel Merchant Account Processor with Salesforce Plugin

ABOUT MERCHANT

ADAMS Center is a nonprofit 501C3 religious organization serving thousands of families in the Washington DC area. Having over 30 years involvement with the community, the ADAMS Center continues to focus on adult and youth education, community and youth development, and service. Individuals of all faiths and ages are invited to attend events and activities. In fact, they host and participate in several interdenominational programs throughout the DC metropolitan area. ADAMS Center's main campus in Sterling, Virginia, spreads over 25,000 square feet and includes worshipping space, classrooms, and a community multi-purpose hall and gymnasium. With nine other locations in the northern Virginia area, plans for expansion are underway to meet the needs of their rapidly growing community. ADAMS Center relies solely on donations to provide service and fund their construction projects.

CHALLENGE

With their swiftly increasing population, ADAMS Center needed an effective way to accept donations and membership fees, while managing their member and volunteer databases. To perform these tasks, they were using several different outlets: an accounting software program, credit card terminals, and an online payments processing service. Accepting payments across these non-integrated systems made it difficult to reconcile on a daily basis. ADAMS Center had to pull separate reports from each system every day. Not only was it time consuming and tedious, but it also made it very confusing and frustrating if reports didn't match.

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"Since the beginning [of using Salesforce], we wanted a strong merchant account processor. I searched online and found BluePay. Their low costs stood out to us, since all of our revenue is from donations. And their Salesforce plugin was a huge factor in our decision. The team at BluePay has been wonderful. They're always working very hard to ensure that we're able to process payments efficiently."

Aneela Rehman
Director of Human Resources
ADAMS Center

SOLUTION

ADAMS Center's decision to switch to Salesforce was coupled with their search for an integrated merchant account processor. BluePay's Salesforce plugin helped ADAMS Center make their decision that much simpler. In July 2014, they officially launched Salesforce along with BluePay's plugin. Using a secure hosted donation page, ADAMS Center accepts donations on their website. Their donors' sensitive payment data is securely stored on BluePay's servers, which significantly reduces their PCI scope and gives their donors peace of mind knowing that their information is safe from fraud. The donation information is structured into Salesforce, along with transactions they process for membership fees. Having BluePay's payment processing capabilities within Salesforce also meant working with one interface. They didn't have to switch back and forth between programs, which increased time efficiency, reduced double-data entry errors, and simplified the reconciliation process.

RESULTS

Since the integration of Salesforce with BluePay, ADAMS Center has seen an increase in donations that are processed through their website. Using the rebilling cycles function has allowed them to set up donors on automatic billing cycles. Not only does this ensure that donations come in on a regular basis, but it has helped to retain their donor base. They can now see transactions in real-time through Salesforce, as well as the BluePay gateway. Having moved their credit card and E-Check/ACH processing to BluePay has allowed them to pull reporting from one centralized location as opposed to several different outlets.

BENEFITS

- Credit cards and ACH payments processed in CRM database all within one interface
- Omni-Channel Solution for all payment acceptance needs
- Online donations accepted using a secure hosted payment page
- Donors retained and contribution amounts increased using rebilling cycles
- Reporting in one centralized location for a simplified reconciliation process across all channels
- Transaction status available in real-time through Salesforce and the BluePay gateway
- Double-data entry errors decreased for improved time efficiency