

## Case Study 2: PeaceWise

**PeaceWise is an organisation dedicated to fostering positive relationships grounded in Christian principles. Their mission is to equip individuals with the tools and guidance needed to navigate conflict in constructive, faith-aligned ways.**

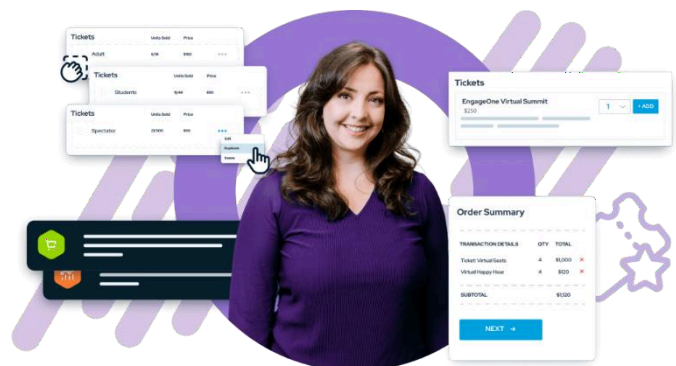
### The Challenge

- Data was in 4 separate systems - no ability to have a complete view of a customer, their engagement with PeaceWise, such as training programs, licenses ....
- A small but growing organisation, needs efficiencies but also transparency in processes.
- Grow relationships with their customers to help them live with a culture of peace through communication, donations, use of content.
- We are considering HubSpot and Salesforce

### Our Approach

We reviewed their processes and requirements, budget constraints, and goals.

Workshopped requirements and processes, and integrations to determine the best fit for recommendation.



### The Solution

- Implementation of Virtuous CRM: Streamline their contact management by moving data from all sources into the CRM.
- Integration with existing systems: Integrating with ticketing, training, website, and accounting systems
- Integrate website with Virtuous: Capture data and workflows for automation.
- Create automations: automatically tag new contacts and create to-do lists, follow up, and send emails to contacts that engage with PeaceWise
- Donor Fundraising: adding donor journey as the new way of adding resources to the organisation (donations were rare previously)

## The Result

A solution that enables relationship building, efficient deployment of resources, and automations that make a difference.

PeaceWiseKids Onboarding

[Dashboard](#) / [Marketing Automation](#) / PeaceWiseKids Onboarding

[AUTOMATION WORKFLOW](#) [ENGAGEMENT](#) [RESULTS](#)

[ADD A STEP](#) [ACTIONS](#)

4. QUOTE SENT, AWAITING ACCEPTANCE (ALLEN)

CONTACTS 2 ACTIONS 3

- Add Note: Contact enrolled in PeaceWiseKids/Youth Workflow, Step 4
- Task: PeaceWiseKids Task 4.1 (Follow Up Quote Acceptance)  
Allen Sibley | Due in 7 days
- Task: PeaceWiseKids Task 4.2 (Quote accepted/rejected, updated PeaceWiseKids Enquiry...  
Allen Sibley | Due in 7 days

[ADD AN ACTION](#)

5. QUOTE ACCEPTED, REQUIRES SETUP

CONTACTS 0

- Add Note: Contact enrolled in PeaceWiseKid
- Task: PeaceWiseKids Task 5.1 (Send PeaceWi  
Catherine Locke | Due in 1 days
- Task: PeaceWiseKids Task 5.2 (Assist client w  
Catherine Locke | Due in 1 days
- Task: PeaceWiseKids Task 5.3 (Setup complet  
Catherine Locke | Due in 7 days
- Task: PeaceWiseKids Task 5.4 (Send email to :  
Karen Collum | Due in 7 days
- Task: PeaceWiseKids 5.5 (Deliver teacher bri  
Karen Collum | Due in 14 days
- Set PeaceWiseKids Enquiry Status to: 6. Setu
- Task: PeaceWiseKids 5.6 (Setup Complete, up  
Allen Sibley



**"We now have the ability to see all interactions with a contact regardless of how they contacted us. This is saving us time but it also improves our relationships with our clients."**

Wayne Forward - CEO PeaceWise



# About us

**Heartburst is an award-winning Australian digital agency dedicated to not-for-profit and purpose-driven organisations.**

You'll find us helping NFPs advance their cause with unique brands, clever strategy, beautiful websites, responsive CRMs, and fine-tuned online campaigns. We partner with our clients in the pursuit of their 'heartburst'. Heartburst is a full-service agency providing digital strategy, branding, UX design, visual design, web development, digital marketing, donor journeys, service plans, CRM (discovery, selection, implementation, and integration), and hosting.

Heartburst is part of the Day3 group, with offices located in Blackburn North, 20 minutes from the Melbourne CBD.

## We work with amazing organisations



## Award winning websites and tailored CRMs for nonprofits



# Capabilities



## Digital strategy

Understand your digital landscape with our discovery workshops and strategic consulting.

Our team can assist in casting vision towards the goals you have for your digital endeavours. We'll work with you to define tactics and measures to help you achieve these goals.



## Design and UX

We're specialists in creating beautiful website designs, aware of current trends while showcasing the unique personality of your organisation.

We base our work on your brand guidelines, ensuring an easy user experience.



## Websites

Our in-house developers specialise in both front-end and back-end development, solution architecture, security, and cloud infrastructure.

We follow best practice guidelines for mobile-optimised websites, and can meet accessibility standards as required.



## Support + hosting

We empower our clients to easily manage their website, while offering support where needed.

Our ongoing service plans allow us to partner with you as your needs ebb and flow throughout the year.



## CRM Consulting

We provide expertise in helping with identifying key requirements and selection of a CRM suitable to your organisation needs. We take an agnostic approach to the technology by focussing on your organisational processes and primary benefits that a CRM would solve.



## CRM Implementation & integration

We back up our consulting with implementation and integration between business systems. Our experience with multiple CRM platforms mean you can trust us to be your partner for success and ongoing support.