

16x Faster Program Launches At Staffordshire & Shropshire Community Foundation

Industry:
Nonprofit

Customer Since:
2024

Products:
Experience Studio

Features:
Portals, Automation

COMPANY BACKGROUND

The [Community Foundation for Staffordshire and Shropshire](#) is a UK-based nonprofit that funds local initiatives across youth development, mental health, sports, and community services.

The organization designs grant programs based on local needs analysis and tracks impact across funded organizations, with Salesforce supporting grant management from application through reporting.

STAFFORDSHIRE & SHROPSHIRE COMMUNITY FOUNDATION'S CHALLENGE

Program launches were slowing everything down. Even small changes to a fund required rewriting entire application forms, creating extra work during time-sensitive launches.

At the same time, many applicants were volunteer-led community groups who needed a simple, fast way to apply without unnecessary complexity.

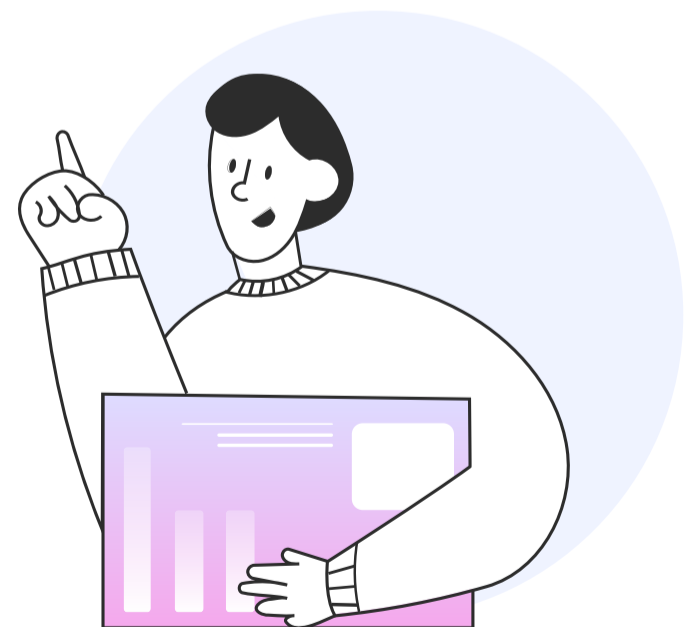
The existing portal couldn't support different application types, making it difficult to launch and manage programs efficiently.

TITAN'S SOLUTION

Titan [Experience Studio](#) replaced the existing portal with a branded, self-service experience for Salesforce.

Stepper application forms allow applicants to complete them in stages and return later. Documents are managed within the same experience, with existing files reflected from Salesforce.

Submissions are written to Salesforce and routed to the correct program for review, giving teams visibility into applications in progress.



KEY RESULTS

- ✓ **16x Faster Program Launches:** New or updated grant programs now go live in 15 minutes, down from half a day, allowing the foundation to respond quickly to donor requests.
- ✓ **Reduced Build Time:** Reusable templates and cloning remove the need to rebuild forms from scratch during program setup.
- ✓ **Improved Applicant Experience:** A centralized portal for applications, monitoring due dates, and program discovery removes the need for multiple channels.
- ✓ **Simplified Portal Use:** The foundation reports positive feedback on the interface and ease of use compared to its previous Salesforce portal.
- ✓ **Reduced Drop-Offs:** Save-as-draft functionality lets applicants complete forms over multiple sessions, while visibility into in-progress applications helps teams follow up before deadlines.
- ✓ **Pixel-Perfect Branding:** The portal uses corporate colors and styling, helping applicants recognize the program as an official Community Foundation experience.

“Titan’s very moldable to how we want things to look. Our portal looks like it belongs to us.” Leanne Macpherson, Head of Programs at the Community Foundation for Staffordshire and Shropshire.