

100% Self-Service Event Registration At McKeown Foundation

Industry:
Nonprofit

Customer Since:
2025

Products:
Experience Studio

Features:
Portals, Forms, Automation

COMPANY BACKGROUND

The [McKeown Foundation](#) is a nonprofit focused on fundraising to support families affected by Alzheimer's and dementia. Work is funded through events, donations, and corporate partnerships, with Salesforce managing data and activities. In 2025, the foundation expanded its impact with a 14-bed respite home, providing care to families in need.

MCKEOWN FOUNDATION'S CHALLENGE

McKeown Foundation used Salesforce, but operations remained manual. Donations and event registrations came through multiple channels and were recorded only when someone entered them into Salesforce, leading to inconsistencies and duplicate records in the CRM. Maintaining accurate data became difficult as the foundation grew.

The team needed a way to manage registrations and payments as a self-service experience while ensuring all data, payments, and attribution were automatically captured inside Salesforce.

TITAN'S SOLUTION

Titan's Enterprise Suite enabled self-service event registration connected to Salesforce in real time.

Donors register, add attendees, buy tickets, and contribute through a multi-step form embedded on the foundation's website. Payments run through Stripe, with all data written back to Salesforce. Titan prevents duplicates, creates or updates Contacts, generates Opportunities, and links them to the correct Campaign. The team also uses a reusable template to launch new event pages in minutes.



KEY RESULTS

- ✓ **100% Self-Service Event Registration:** Donors can register, add attendees, and complete payments without staff involvement. The foundation no longer relies on manual check processing, note-taking, or post-event reconciliation.
- ✓ **0 Manual Data Entry:** Contacts, Opportunities, and Campaign attribution are automatically created and updated inside Salesforce, removing approximately 2 hours of manual admin work per event.
- ✓ **Full Funnel Visibility:** Opportunities are created even when registrations are not completed, giving the team visibility into abandoned checkouts and enabling follow-up with potential attendees.
- ✓ **Improved Data Quality:** Titan checks Salesforce before creating new records, preventing duplicate contacts and maintaining clean, reliable data as the organization grows.
- ✓ **Faster Event Launches:** With reusable templates, new event registration pages can be created and published in minutes, supporting faster fundraising cycles.
- ✓ **Team Independence:** The foundation's team was quickly trained to manage and extend their Salesforce workflows independently, reducing reliance on ongoing technical support.

“We can duplicate a form, tweak some of those variables, and launch a new event landing page in a matter of minutes.” – Weston Welch, IT Consultant and Salesforce Specialist at McKeown Foundation.