



The Magic Of Christmas Coordinates 1,500 Christmas Eve Volunteers

 **Industry:**
Nonprofit

 **Customer Since:**
2019

 **Products:**
Experience Studio

 **Features:**
Forms, Automation

COMPANY BACKGROUND

Founded in 1983, [The Magic of Christmas](#) is a charity that delivers gifts, food hampers, and holiday support. The organization operates across Calgary, with planning and registration running from October through December. On Christmas Eve, The Magic of Christmas brings together 1,500 volunteers to visit 860 families across the city.

THE MAGIC OF CHRISTMAS' CHALLENGE

The Magic of Christmas relied on faxes, paper forms, PDFs, and manual data entry. After adopting Salesforce, staff typed details into the system, which slowed registrations and increased inaccuracies.

Volunteer coordination was difficult with 2,000 registrations. Role assignments and follow-ups were handled through emails, making it hard to standardize the process or keep counts current.

Family referrals also needed a structured intake process. Partner organizations submitted referrals requiring the creation and updating of Salesforce records.

TITAN'S SOLUTION

Titan Experience Studio was used to create Salesforce-connected forms. Volunteers update details through these forms, with submissions written to Salesforce for visibility into registrations and roles. The organization expanded these Salesforce-connected forms for family referrals.

Partners also receive a unique code to check family status without logging in. The same code supports CEOs (Chief Elves On Board) in viewing volunteers and organizing outreach.



KEY RESULTS

- ✓ **2,000 Volunteers Registered Through One Process:** Nearly 2,000 annual volunteers now register through one Salesforce-connected process, replacing separate email threads and manual coordination.
- ✓ **1,500 Volunteers Mobilized on Christmas Eve:** With registration data in Salesforce, The Magic of Christmas coordinated 1,500 volunteers to visit 860 families and deliver gifts, food hampers, and holiday cheer.
- ✓ **Cleaner Intake Data in Salesforce:** Required fields, validations, and conditional logic help the team collect consistent volunteer and referral data before it reaches Salesforce.
- ✓ **Faster Role Assignments and Confirmations:** Once registration data is captured, the team can assign roles, track counts, and trigger Salesforce email confirmations without manual follow-up.
- ✓ **Volunteer Roles Guided by Built-In Rules:** Form logic helps guide volunteers toward appropriate role selections, including age-appropriate roles for minors and adult-responsibility roles.
- ✓ **Referral Statuses Available to Partners:** Partners use a unique code to check whether referred families have been accepted or need more details, reducing follow-up while improving visibility.

“Titan is not just a form tool for submitting data. It helps us display the information we want with authorized codes. There is no tool that does that as simply as Titan does.” – Scott Perley, President at The Magic of Christmas