

Washington Trails Association

FOR THE LOVE OF VOLUNTEERS

Serving hikers in Washington state, the Washington Trails Association protects hiking trails and wild lands, and organizes volunteer work parties to do trail maintenance. In 2016 WTA had 150,000 trail maintenance volunteer hours done by 4,700 volunteers on 240 trails across the state. That equals 624+ months or an astonishing \$3.9 million dollars worth of labor donated to public lands.

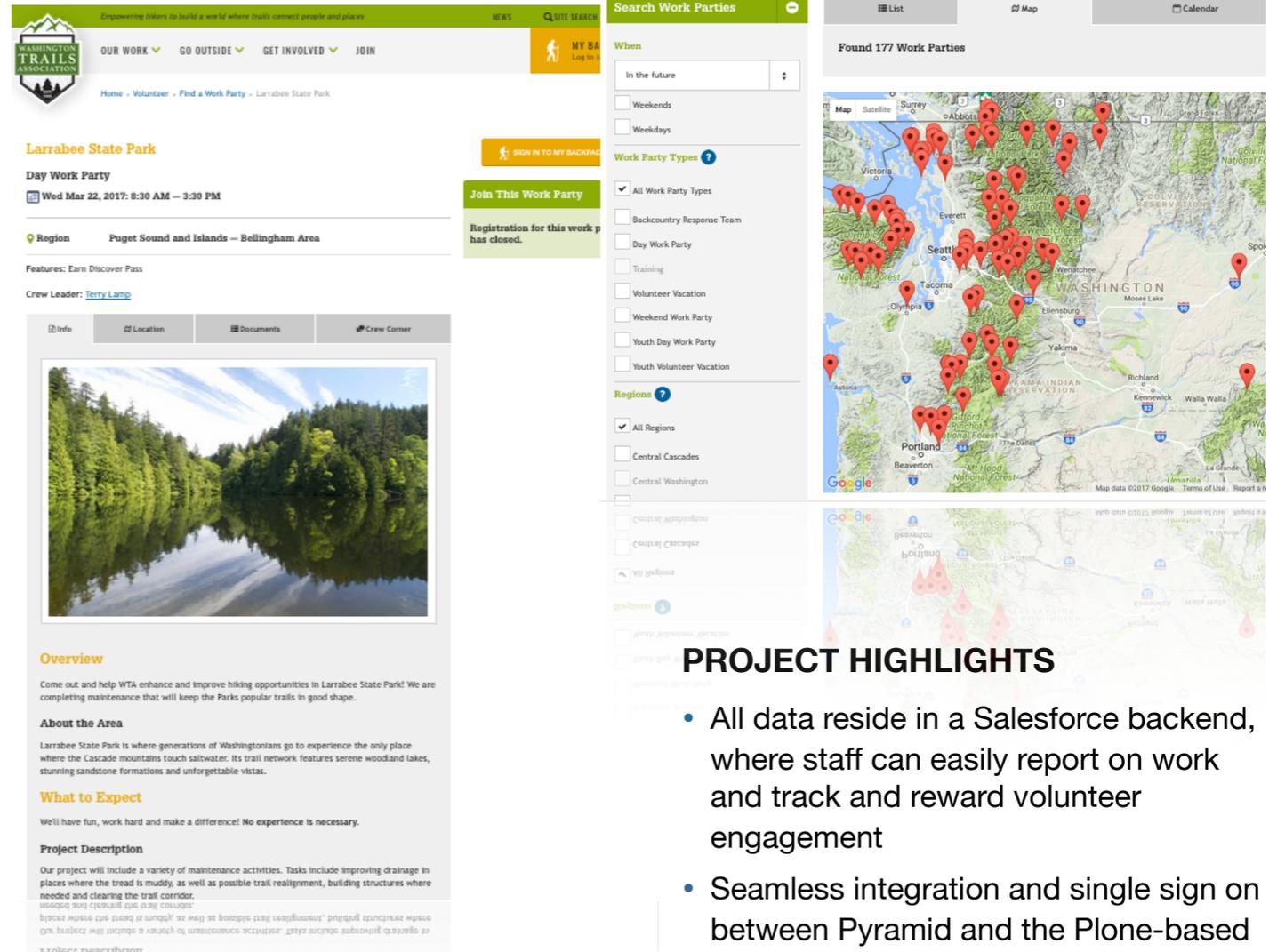
For 16 years WTA had relied on a volunteer management system written in Perl by a tech-savvy trail volunteer, but by 2013 they had outgrown it. They chose open source expert Jazkarta, and engagement strategy and Salesforce expert Percolator Consulting, to create the replacement. We did a discovery project to define requirements and technical platform, and then implemented the system beginning in January 2015. Twelve months, 22 iterations, and 177 user stories later WTA launched a gorgeous, feature rich volunteer management system built on Salesforce and the Pyramid web framework.

SALESFORCE + OPEN SOURCE

Pyramid is an ideal open source web framework because It provides a solid, well-architected foundation to build on, with a focus on simplicity and minimalism. It allowed us to integrate WTA's Salesforce database and Plone-based member portal into a cost effective, high performance solution. The new system has been key to growing the number of volunteers while maintaining a great user experience.



For more information, please visit www.jazkarta.com
or call +1 (888) 756-6348



PROJECT HIGHLIGHTS

- All data reside in a Salesforce backend, where staff can easily report on work and track and reward volunteer engagement
- Seamless integration and single sign on between Pyramid and the Plone-based member portal
- Dynamic faceted search of work parties, with list and map views
- Great user experience for volunteers and crew leaders - work party information, form management, email communications, and more
- Sophisticated access control displays different views to different people
- Responsive UI means crew leaders working from their phones can take care of administrative chores

We are serving our volunteer community better and having a greater impact for trails in Washington.

- LOREN DRUMMOND,
DIGITAL CONTENT MANAGER, WTA