



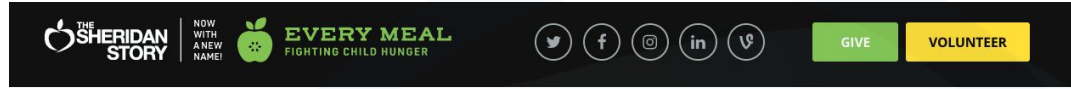
95% User Adoption of the HubSpot CRM Platform

The mission of Every Meal is to fight child hunger through community and school partnerships. They provide weekend and other food gap programs serving over 10,000 children across 500 locations. Their vision: Every Child. Every Meal.™

25-50
Employees

Roseville, MN
Headquarters

Non-profit
Industry



“Denamico has been a great partner in our CRM transition to HubSpot and as we learn the new system. Whether it's a technical question or a strategic one, they've helped with it all. The knowledge and reliability they provide are so valuable.”

Andrea Salazar
Marketing Manager

Client Impact

Every Meal's systems and processes were not able to fully capture relational touchpoints or partnership details; therefore, keeping and growing critical partnerships with Sponsors, Sites, Donors, and Volunteers was tedious. This posed a significant risk to Every Meal's mission to fight child hunger.

Challenge

Align teams around a CRM to:

- Access the most critical partnership data points
- Align processes with use cases and clear outcomes
- Share information between teams and systems
- Reduce manual processes through automation

Solution

With Denamico, Every Meal:

- Implemented an Integrated RevOps Solution
- Created a innovative, flexible, and low-code custom integration
- Developed organization-wide buy-in of outcomes
- Achieved 95% user adoption of the HubSpot CRM Platform

Denamico set out to align Marketing, Sales, Operations, & Finance teams around a process framework to support business goals. We developed, implemented, and integrated a world-class solution in HubSpot and Tray.io.

HubSpot Implementation Process

Denamico's Implementation of HubSpot included:

- Architecture & Process Mapping
- Implementation/Optimization & Buildout
- Standard Operating Procedures Documentation
- Customized Training on the following hubs:
 - CRM
 - Sales Hub
 - Marketing Hub
 - Service Hub
 - Operations Hub