



Database-driven Programming:

*The Importance of
Database Structure &
Automation*



Introductions



Michelle Page

Director of Administration



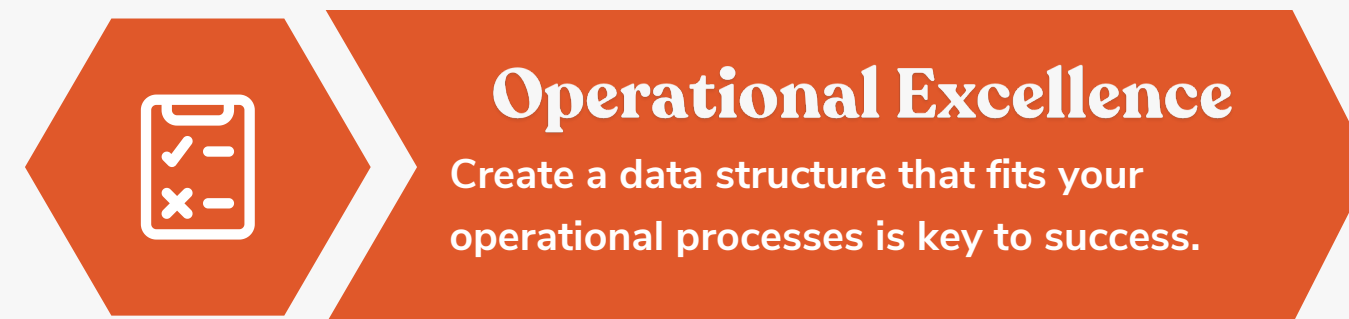
Tyler Rowe

Acting Program Director



Overview:

Sportable's Use Case of the Salesforce Program Management Module





Ice Breaker



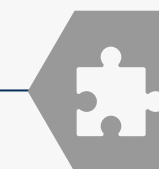


Structure & Nomenclature



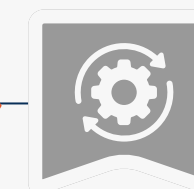
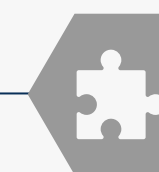
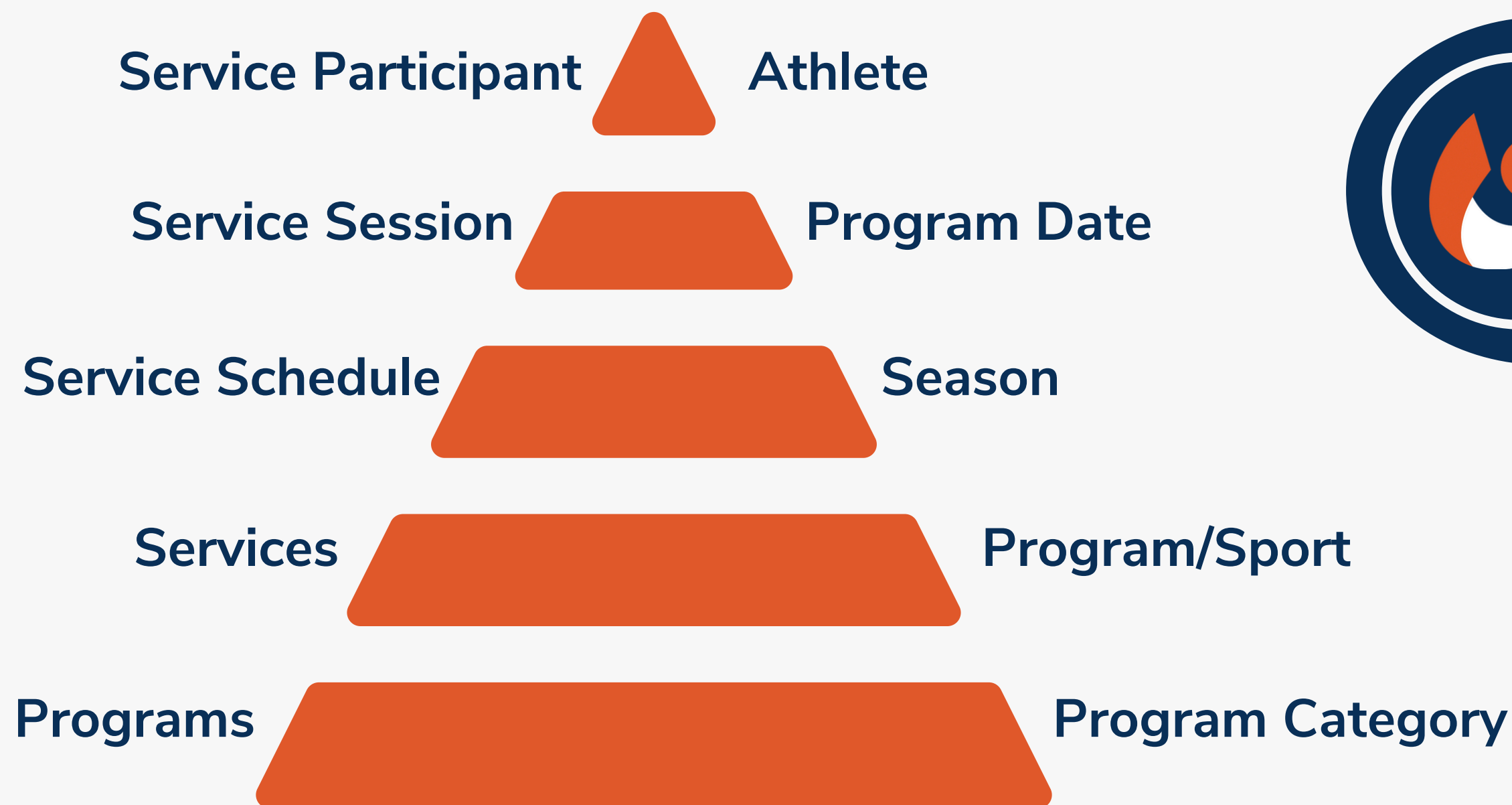
Where We Started

A	B	C	D	E	F	G	H	I		K	L	M	N
Program	Type	Location	Date	# Days	# Hours	Last Name	First Name	Athlete Type		Zip	DOB	Age	Gender
CP Soccer	Training		5/1/2022	1	2			Member				13	Male
CP Soccer	Training		5/1/2022	1	2			Member				7	Male
CP Soccer	Training		5/1/2022	1	2			Member				18	Male
CP Soccer	Training		5/1/2022	1	2			Member				11	Male
CP Soccer	Training		5/1/2022	1	2			Member				16	Male
CP Soccer	Training		5/1/2022	1	2			Member				9	Female
CP Soccer	Training		5/1/2022	1	2			Member				15	Female
CP Soccer	Training		5/1/2022	1	2			Member				9	Male
CP Soccer	Training		5/1/2022	1	2			Member				11	Male
CP Soccer	Training		5/1/2022	1	2			Member				12	Male
CP Soccer	Training		5/1/2022	1	2			Member				5	Male
CP Soccer	Training		5/1/2022	1	2			Member				9	Male
CP Soccer	Training		5/1/2022	1	2			Member				5	Male
Cycling-Comp	Training		5/2/2022	1	1.5			Member				47	Male
Cycling-Comp	Training		5/2/2022	1	1.5			Member				60	Male
Cycling-Comp	Training		5/2/2022	1	1.5			Member				41	Male
Cycling-Rec	Training		5/3/2022	1	1.5			Member				32	Male
Cycling-Rec	Training		5/3/2022	1	1.5			Member				45	Female
Cycling-Rec	Training		5/3/2022	1	1.5			Member				46	Male
Cycling-Rec	Training		5/3/2022	1	1.5			Member				64	Male
Cycling-Rec	Training		5/3/2022	1	1.5			Member				49	Male
Cycling-Rec	Training		5/3/2022	1	1.5			Member				59	Male



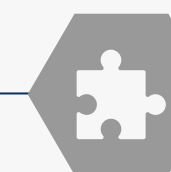
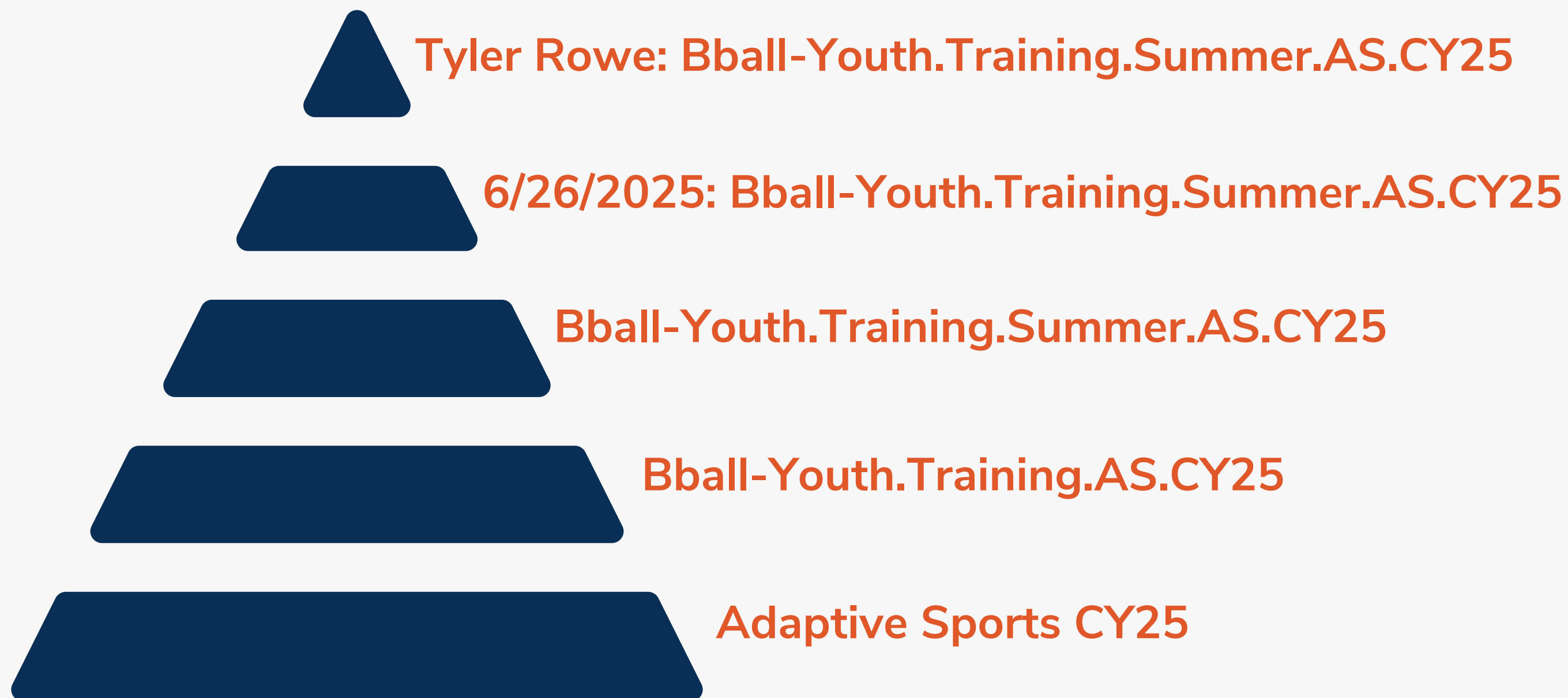


Structure of the Program Management Module





Our Nomenclature





Tips for Your Nomenclature



Distinct

- Years
- Types of Programs
- Types of People
- Seasons



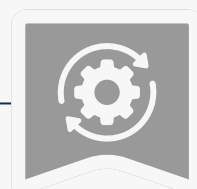
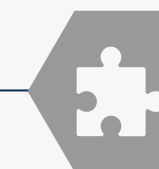
Connected

Keep the other
pyramid layers in
mind!



Reportable

Think about what
you need to report!





Automation



Automate Your Nomenclature



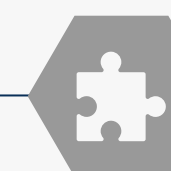
**Simple
Flows**



**Ensures
Consistency
&
Data Integrity**



**Database is
working for you!**





Build Your Toolbox: *Formstack*



Registration Information

Participant Info

PLEASE FILL OUT ONE FORM PER PARTICIPANT. All name fields should contain the SAME name.

First Name *

Last Name *

Assistance Needed

Type Participant's first and last name here *

Service Schedule

Service Schedule Common Name

Service

Email *

Program *

Client

Program Engagement Name

Role

Stage

Are you a Sportable member? * ☐ Yes ☐ No



Build Your Toolbox: *Mogli*



CRM interface for Michelle Page, showing contact details and a list of reminders.

Account Name	Primary Affiliation	Email	Phone	Total Gifts	Last Gift Date
Christian Loop and Michelle Page Household	Sportable	michelle@sportable.org		\$0.00	

Contact Details	
Name: Michelle Page	Contact Record Type: General
Account Name: Christian Loop and Michelle Page Household	Volunteer Application: <input type="checkbox"/>
Primary Affiliation: Sportable	Deceased: <input type="checkbox"/>
Title: Director of Administration	Do Not Contact: <input type="checkbox"/>
Nickname:	How did you learn about Sportable:
Segment: Staff	How did you hear-Other:
Notes:	Outreach Event: <input type="checkbox"/>
RSVP Master Lock Send: <input type="checkbox"/>	
RSVP Master Lock Send No: <input type="checkbox"/>	
Rule Name: - Unit	

mogli

March 24

Reminder: Sportable Youth WCBB is TOMORROW (3/25). Look for an email from programs@sportable.org for more info. Please respond IN or OUT. Text STOP to end.

March 25

Reminder: Sportable Adult Comp WCBB is TOMORROW (3/27). Look for an email from programs@sportable.org for more info. Please respond IN or OUT. Text STOP to end.

Reminder: Sportable Fit + Function is TOMORROW (3/27). Look for an email from programs@sportable.org. Please respond IN or OUT. Text STOP to end.

Message to send:

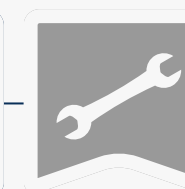
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-Default-





Use Your Tools Together: *Mogli* + *Formstack*





Closing Remarks



Tips for Getting Started



**Don't Rush
It!**



**Get Expert
Help!**



**Build a Data
Community**



**Be a
Champion**



Summary





Questions?



Thank you!



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