

Capability Statement

Blaze Your Trail

Salesforce, Data & Fundraising Technology Specialists for Charities

Location: Australia

Established: 2021

Founder: Jessica Macpherson OAM

Who We Are

Blaze Your Trail is an Australian social enterprise and specialist Salesforce consultancy working exclusively with charities and purpose-driven organisations. We help organisations strengthen relationships with donors, members, volunteers, and service users by designing technology solutions that are practical, human-centred, and built for long-term sustainability.

Founded by Jessica Macpherson OAM, Blaze Your Trail was created to address a gap in the market: charities needing partners who understand both Salesforce *and* the realities of nonprofit operations. Our team includes people who have led and worked within charities themselves, giving us first-hand insight into the data, compliance, fundraising, and resourcing challenges organisations face.

Alongside our commercial work, we operate as a certified social enterprise, providing paid work experience and pathways into technology careers for marginalised job seekers.

Experience & Expertise

- **Salesforce Partner since 2021**
- **19 Salesforce certifications** across our team
- **Navigator Expert status** for Nonprofit Solutions and Customer 360 Platform

- Additional Navigator certifications for **Service Cloud** and **Managed Services**
- **69 projects delivered** for charities and for-purpose organisations
- **4.8 / 5 star rating** on Salesforce [AppExchange](#) based on 68 client reviews

We specialise exclusively in the nonprofit sector and work across fundraising, service delivery, advocacy, membership, and volunteer-driven organisations.

What We Do

We help charities replace fragmented systems and manual processes with integrated Salesforce solutions that support better decision-making, stronger supporter engagement, and operational efficiency.

Our work spans strategy, implementation, integration, training, and long-term support – ensuring systems continue to deliver value well beyond go-live.

Our Services

Salesforce Consulting & Training

We provide strategic Salesforce consulting and tailored training designed to support adoption at every level of the organisation. Our focus is on building confidence and capability so teams can use Salesforce effectively in their day-to-day work.

Salesforce Implementation & Managed Services

We deliver end-to-end Salesforce implementations, including discovery, solution design, configuration, data migration, integration, testing, and deployment. Our managed services model provides ongoing support, system monitoring, and continuous improvement as organisational needs evolve.

Data Migration, Integration & MoveData

We have extensive experience in complex data migration and integration projects, including **MoveData**. Our approach prioritises clean data, clear data flows, and maintainable integrations that support reporting, fundraising, and service delivery.

Custom Development

Our Salesforce-certified consultants and developers design custom solutions where required, while favouring maintainable, declarative approaches wherever possible. This ensures flexibility without creating unnecessary technical debt.

Data Management & Security

We support charities to maintain accurate, compliant, and well-governed data through audits, cleansing and deduplication, improved data collection practices, and ongoing data management support.

Digital Engagement: Fundraising & Communications

We work with tools such as **Raisely**, **Mailchimp**, and other fundraising and marketing platforms to improve donor journeys, regular giving programs, and supporter retention.

Our Implementation Approach

We take a strategic, collaborative approach to every project.

- **Discovery & digital audit** to understand your goals, constraints, and data flows
- **Clear recommendations** based on nonprofit best practice – not just technical configuration
- **Transparent delivery** with regular check-ins and progress updates
- **Change management & training** to ensure your team is confident post-launch

We focus on solving the right problems, not simply building what is requested.

Post-Implementation Support

Our managed services offering allows us to act as an extension of your team, providing:

- Ongoing system support and troubleshooting
- Salesforce release management (three releases per year)
- Data management and reporting assistance
- Training, documentation, and knowledge transfer
- Regular **“Ask Us Anything”** drop-in sessions for clients

Support is available through flexible hourly or project-based arrangements designed to suit nonprofit budgets.

Team & Ways of Working

Blaze Your Trail is a close-knit team of consultants, developers, administrators, and coordinators. Our small-team model means clients work with consistent people throughout a project, with direct access to senior expertise when needed.

Jessica Macpherson OAM – Founder

Jessica brings over 15 years of Salesforce experience and deep sector knowledge. She remains actively involved with clients and is known for clear communication, practical advice, and an accessible, jargon-free approach.

Our team culture is collaborative, transparent, and values-led, with low turnover and a strong focus on long-term partnerships.

Clients & Track Record

We have supported a wide range of charities and nonprofit organisations, including:

- Eat Up Australia
- Dymocks Children’s Charities
- Variety Victoria
- Philanthropy Australia
- Kidsafe Victoria

- Family Life

Our work includes complex, multi-location data environments, large-scale fundraising operations, and integrated service delivery systems. References are available on request.

Why Blaze Your Trail

- 100% focus on charities and purpose-driven organisations
 - Proven experience with complex data and integration projects, including MoveData
 - High client satisfaction and repeat engagements
 - Strategic, not order-taking, approach
 - Certified social enterprise with strong values alignment
 - Flexible pricing designed for nonprofit realities
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Get in Touch

To discuss how Blaze Your Trail can support your Salesforce, data, or MoveData integration needs:

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