

SOLUTION SNAPSHOT



Salesforce for Nonprofits: Nonprofit Operations

Power your teams with data clarity and collaboration.



Introduction

As the accelerated shift to digital continues, organizations of all sizes need to equip their nonprofit with the power to develop dynamic data solutions on a scalable and secure platform. Currently, 76% of nonprofits¹ need to develop a data strategy for their organization and 72%¹ say their donors expect remote access to key impact performance metrics (KPIs). The opportunity to empower your staff with a vision, strategy and set of products is here!

Salesforce for Nonprofits: Nonprofit Operations provides the tools to unlock the potential in your data, making it usable, insightful and impactful.

Let's take a closer look

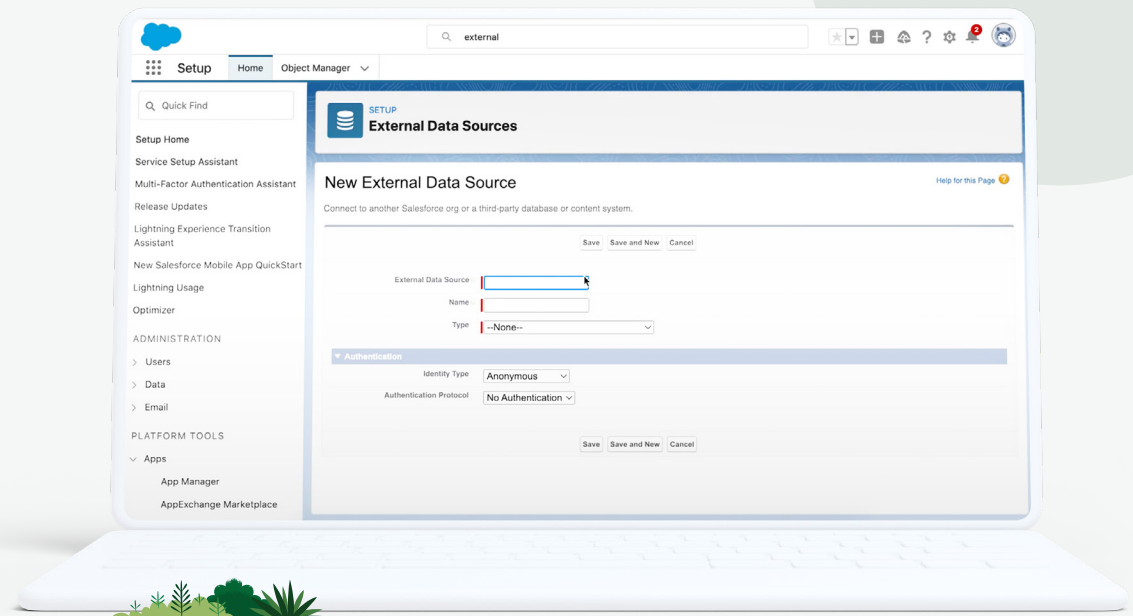
¹ [Salesforce.org Fourth Edition Nonprofit Trends Report](https://www.salesforce.org/resources/research-reports/nonprofit-trends-report)

Manage and Unify All Types of Data

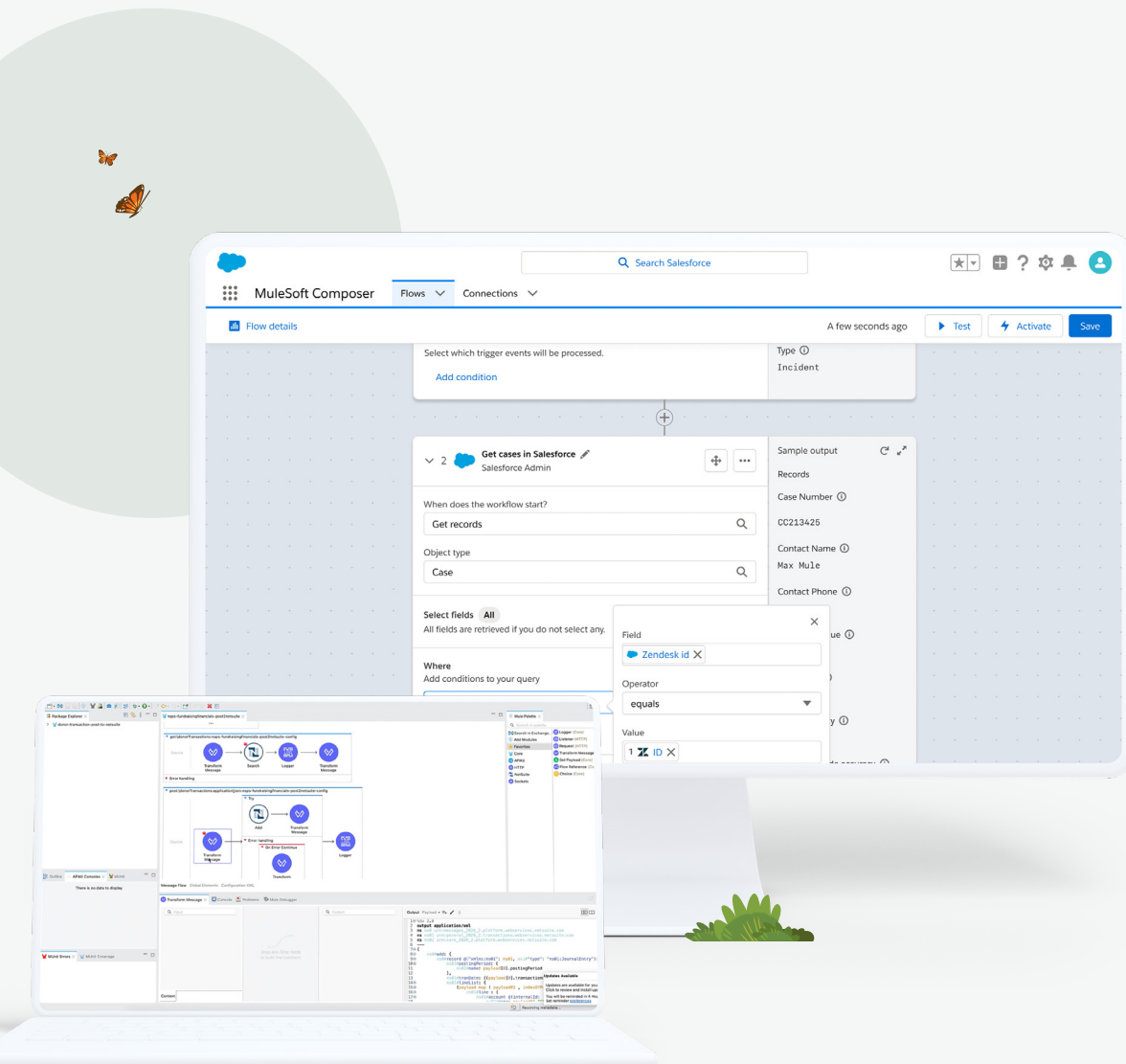
At the core of your data strategy should be, well data! Many organizations have data stored in various places, have it be systems like AWS, financial ERPs, advocacy or peer fundraising tools, and more. Unifying systems to eliminate data silos and archive data will help nonprofits gain a complete view of their organization.

Salesforce for Nonprofits can help:

- Archive data and build sophisticated applications with Heroku and Heroku Postgres
- Show external data within your Salesforce instance with Salesforce Connect
- Quickly and securely connect your Salesforce.org and AWS with Private Connect*



* available in the U.S.



Deploy an Integration Strategy and Automate Data Across Apps

Integrating and automating critical data is key to ensuring teams are working effectively cross-functionally. This remains an issue, as 69% of nonprofits¹ find data sharing across departments difficult. Being able to integrate data across systems in a secure way with clicks or code can help eliminate this problem and ensure data sharing is seamless.

Salesforce for Nonprofits can help:

- Integrate apps and data more efficiently with a library of pre-built REST APIs, templates and an integration marketplace with Mulesoft Anypoint.
- Securely integrate systems with clicks and create connected experiences – with no coding required, with Mulesoft Composer.
- Automate manual organizational processes to boost productivity – presenting data at the right moment, in the relevant system, and embedded in workflows.

¹ [Salesforce.org Fourth Edition Nonprofit Trends Report](#)

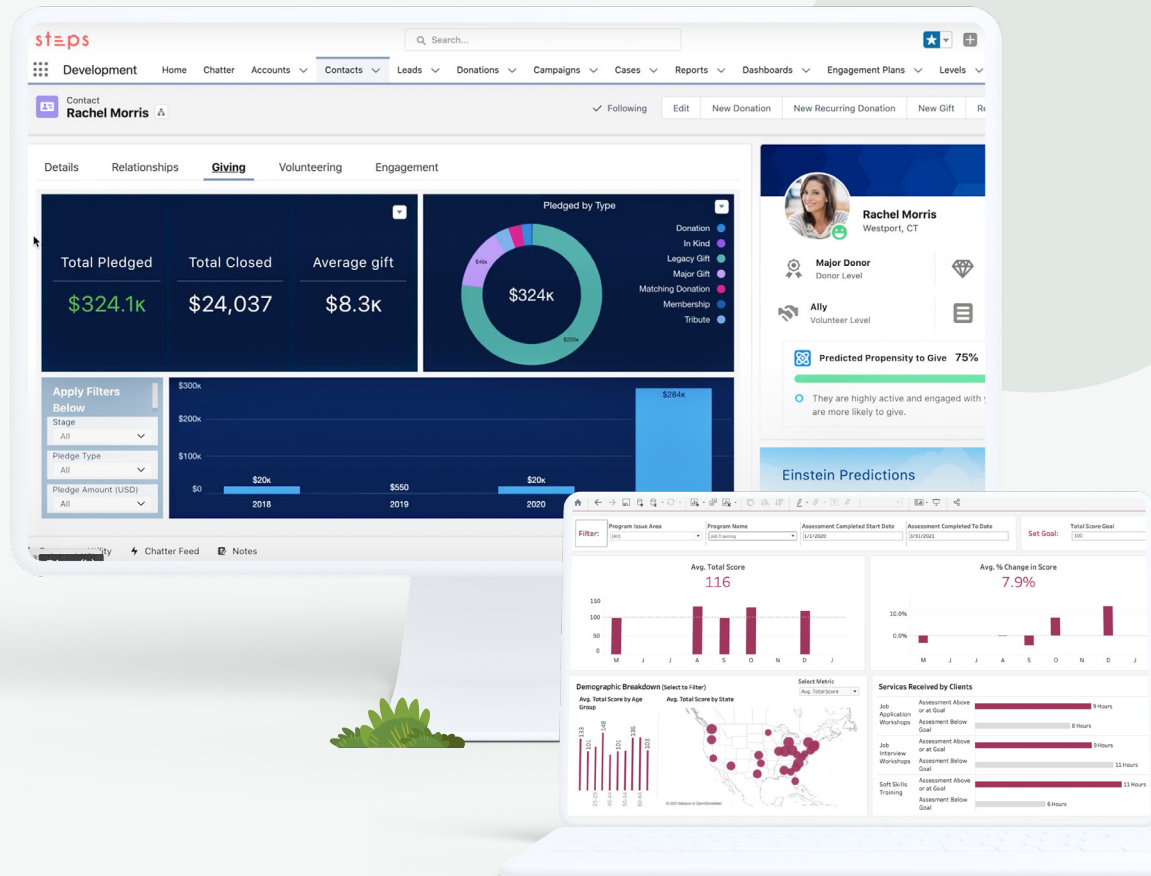
Deliver Enterprise-Wide Analytics, Visualizations and Intelligence

Once data is connected, integrated and automated, the next step is ensuring your organization is visualizing and acting on data and using predictive capabilities to remain data-informed and data-driven. Sixty six percent of nonprofits¹ reported not always making decisions based on data and evidence while 79%¹ expect to implement widespread usage of artificial intelligence (AI) technology in the next three years. These changes provide an opportunity to use tools that can help show impact in real time and share findings with key stakeholders and leaders.

Salesforce for Nonprofits can help:

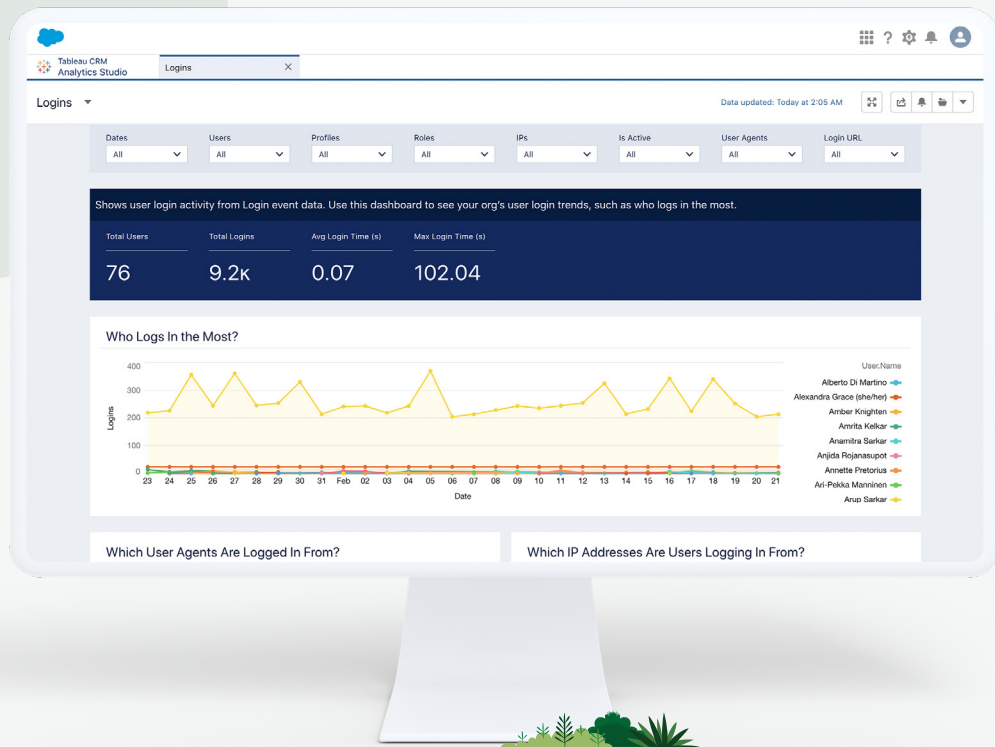
- Use out-of-the-box reports and dashboard templates to analyze your data with the Nonprofit Success Pack (NPSP).
- Spot opportunities, predict outcomes and get recommendations within NPSP with CRM Analytics and make intelligent, data-informed decisions with predictions from Einstein.
- Understand your data and share impact inside and outside of your organization by accessing the world's most flexible self-service analytics platform, Tableau.

If you're looking to get started with Tableau quickly and don't know where to begin, we recommend looking at Tableau Accelerators. The **Tableau Accelerators for Nonprofit Fundraising and Program Management** are designed to help you hit the ground running with actionable data on revenue, donors and programs in minutes. [Download Tableau Accelerators here.](#)



¹ [Salesforce.org Fourth Edition Nonprofit Trends Report](#)

SOLUTION SNAPSHOT



Safeguard and Monitor Data

The world of privacy and security continues to change as 55% of IT professionals² cite phishing attacks as the top threat during the pandemic and new data privacy legislation will impact how nonprofits can use data. Organizations need to be prepared both with an internal strategy and training and tools to help protect data and have an understanding of how regulation changes will affect their organization. In addition, nonprofits play a unique role in data security and privacy due to the important work being done with the world's most vulnerable populations. At Salesforce, trust is our #1 value, which is why security is natively built into our infrastructure, network, and application services. We also offer products that provide an additional layer of security.

Salesforce for Nonprofits can help:

- Add an additional layer of security to help prevent insider threats with enhanced protection, monitoring, and retention for critical data inside Salesforce. Have visibility into your data and user behavior before it becomes a breach with Shield.
- Simplify backup management by creating and managing backups and recover from data security incidents quickly to ensure business continuity with Backup and Restore.
- Anonymize sensitive constituent PII data in your sandbox environments with Data Mask.

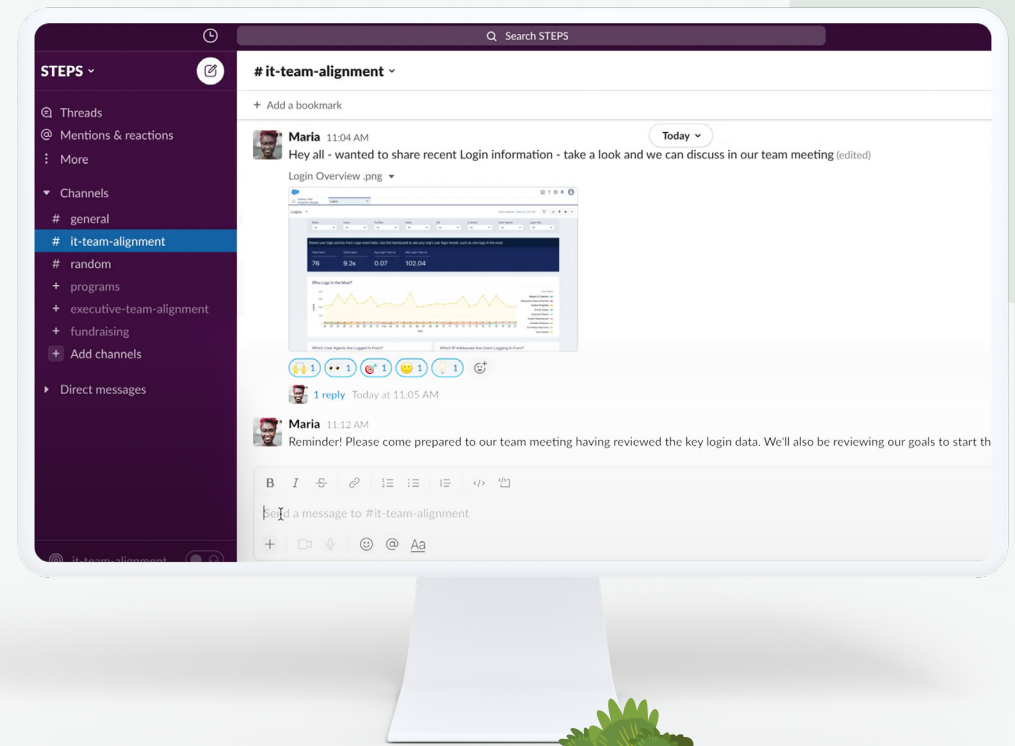
² [Cyberattacks on the rise since the start of the coronavirus outbreak](#)

Streamline Internal Communications with a Digital HQ

The way organizations are working and providing support for clients is quickly changing with 75% of nonprofits¹ adopting new policies for remote work. There is an opportunity to reconsider how your organization interacts with those within and outside of your nonprofit with a new digital headquarters. Because when work flows, impact grows.

Salesforce for Nonprofits can help:

- Transform the way you work from anywhere by uniting your people – and their tools of choice – together in one digital office with Slack.
- Put data at the center of every conversation by centralizing information from multiple sources for faster collaboration and decision making with Slack Workspaces.
- Take relationships to new heights by changing the way you engage with or support your stakeholders by bringing them into the conversation.



¹ [Salesforce.org Fourth Edition Nonprofit Trends Report](https://www.salesforce.org/resources/research-reports/nonprofit-trends-report)

Customer Success

Trailblazers leading the data revolution

“With Salesforce, we can put our clients in the driver’s seat and start to tailor care packages around their best interests, making mental health care more accessible for everyone.”



John Slator
Head of IT and Informatics
Concern International

“We have real-time, dynamic data coming in through the data hub, so we can do our reporting weekly and not just annually. As an example, the team needs to see how our summer immersion program went and what feedback students have. Our team can not only see that data, but they can also see the attrition rate, which is important in terms of knowing how many spots to offer in next year’s program.”



Feergus Leggett
CFO
Girls Who Code



Learn more about Nonprofit Operations

[Learn more](#)