

SOLUTION SNAPSHOT



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# Digital-First Fundraising Strategies

Move fast with personalized communications, events  
and experiences to fund your mission



## Introduction

Fundraisers need to become more agile in an unpredictable world. A digital-first strategy allows you to connect with your constituents wherever they are with personalized communications across channels, which helps you raise more money at less time and cost.

Nonprofit Cloud for Fundraising is fundraising software that unlocks ways to build lasting relationships through memorable digital experiences, events and online fundraising.

**Let's Take a Closer Look at Different Strategies**

## Personalized and Compelling Experiences for Each Individual

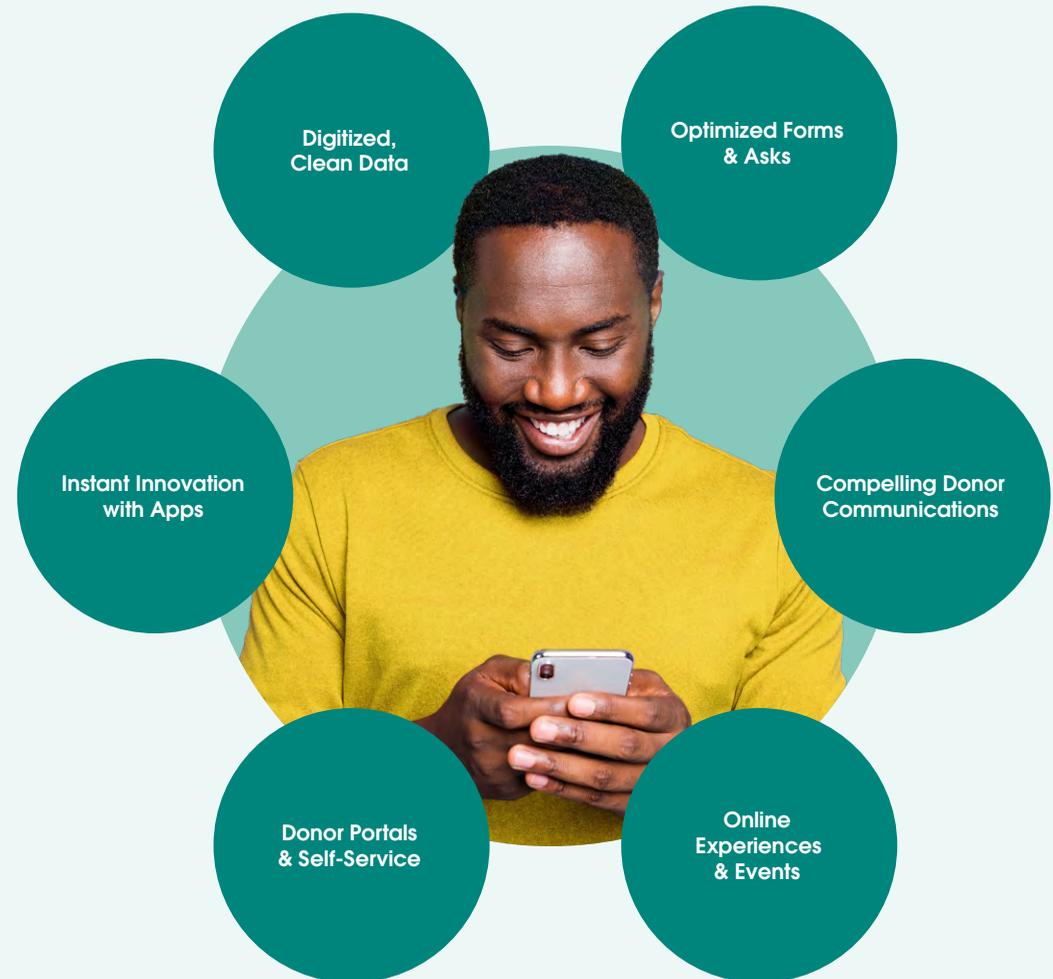
Built by people, leveraging digital superpowers in the cloud

Today's supporters and funders want to engage with your organization in a meaningful way. They also have high expectations as consumers, and as of late, there's a good chance they are feeling a bit of fatigue in an overwhelming, mostly online world.

Thinking digital-first doesn't mean forgetting people or the real world we actually live in. It's a mindset that asks, "how can we support and improve an experience, event, or communication by leveraging the power of data and technology?" That can be how you highly personalize a communication without lifting a finger, or how you reimagine how you get revenue with a new channel for fundraising.

Let's look at 6 areas fundraisers can impact these experiences leveraging technology as their biggest supporter.

**65% of respondents said they had to accelerate their move to digital events or programs\*\***



\* Insights Platform Data Integrity language localization and availability of NCOA feature differs by country. Please [contact us](#) for specific availability.

\*\* Salesforce.org's the 3rd Edition of the Nonprofit Trends Report.

## Quicker Access to Unified Information

To keep up with supporters, fundraisers, marketers, and other teams need a unified view of constituents, connected to the systems they both work in. The **Nonprofit Success Pack (NPSP)** out-of-the-box capabilities to capture data on your donors, and all of their donations, all of their digital engagement. It connects to any other system that your donors or staff use, so you don't have to use spreadsheets anymore. With powerful reports, dashboards, [Analytics](#), and artificial intelligence to analyze revenue and see opportunities for improvement.

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## Clean & Use Trusted Data

Fundraising activities, from online campaigns to direct mail, rely on your data being accurate to make the right ask or segment supporters. **Insights Platform Data Integrity** ensures your mailing addresses are converted to the USPS postal standard format, updated automatically by the National Change of Address database, and contacts are deduplicated for your entire list.\*

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## Online Fundraising Integrated with NPSP

How much more money could you raise if you provided a frictionless donation experience from any device, and also saved staff time fumbling with spreadsheets? **Elevate\*** is an online fundraising platform with Giving Pages and Payment Services directly integrated into **NPSP**.

The result is you can launch campaigns with personalized Giving Pages faster and raise funds more effectively – knowing all your data is rolled up to the right contacts and households.

Also, you can set the base amount for one time and monthly gifts, and [even dynamically change the ask ladder for each donor](#) with a unique URL based on giving history or wealth data integrated into NPSP. This data can be automatically merged into an individual’s communication, providing a personalized suggested gift amount on donation pages.

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\* Salesforce.org Payment Services and Giving Pages (known together as Salesforce.org Elevate) is limited to United States-based customers transacting in U.S. dollars. Please see the EMEA Fundraising Solution [here](#) for other countries.

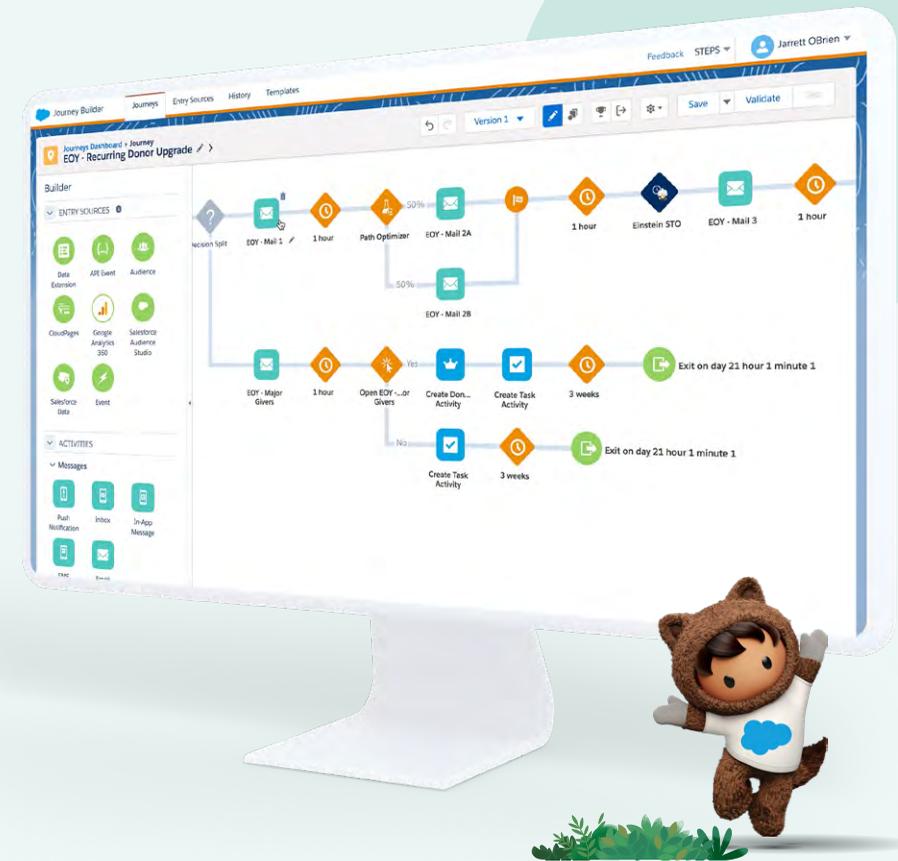
## Cross-Channel Campaigns

Whether it's your summer fundraising campaign, a time of crisis or your end-of-year fundraising effort, constituents expect to engage with you on the channels they prefer.

Having one campaign across multiple channels helps you get the broadest reach possible and helps you determine which channel works best for which campaign types.

With [Marketing Cloud](#), you can create deeply personalized constituent journeys that automatically adapt to your donor's level of engagement – from allies to advocates – across email, mobile, social, or advertising.

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## Virtualizing Fundraising Experiences

As in-person events & fundraising paused, fundraisers have the critical task of creating meaningful digital fundraising experiences for new and existing supporters – reaching beyond ZIP codes – driving fundraising performance into the future. However, many of the lessons learned while we could not convene in person will continue with events in the future.

In addition to events, ongoing experiences digitally can provide increased engagement and new channels for revenue, such as peer to peer fundraising, gaming, and live streaming events. Watch the Digital First Fundraising experiences webinar to learn more.

[WATCH WEBINAR](#)

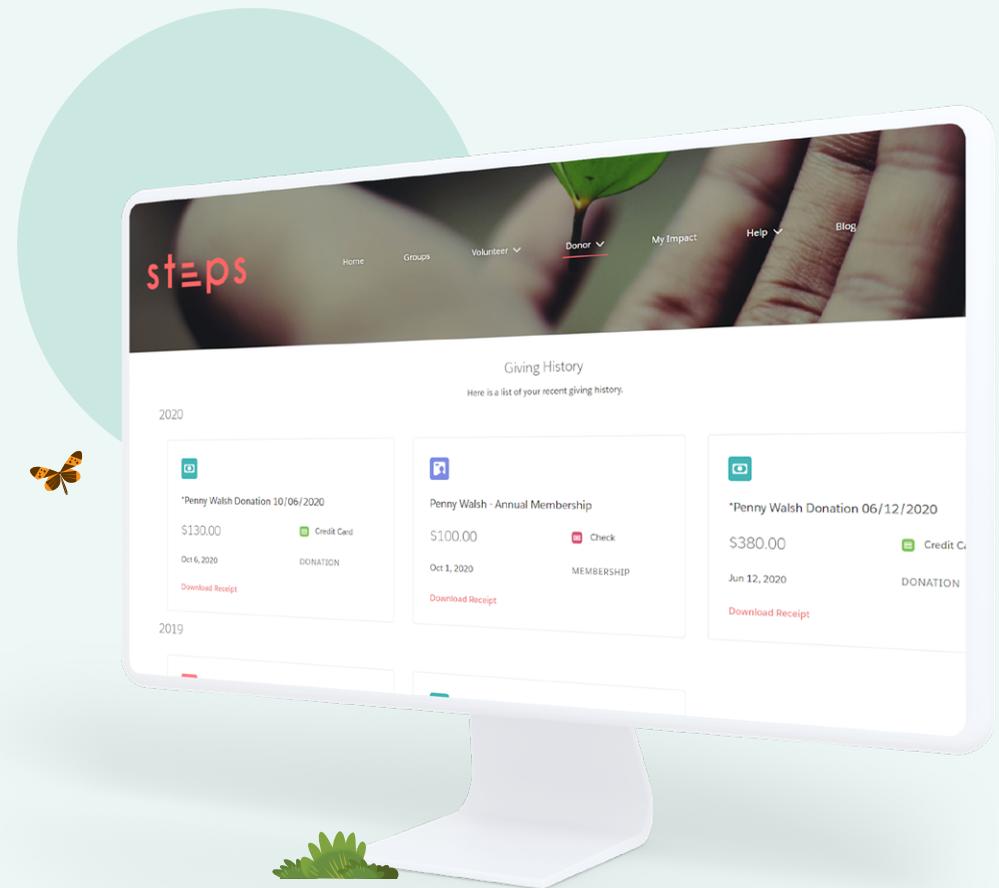


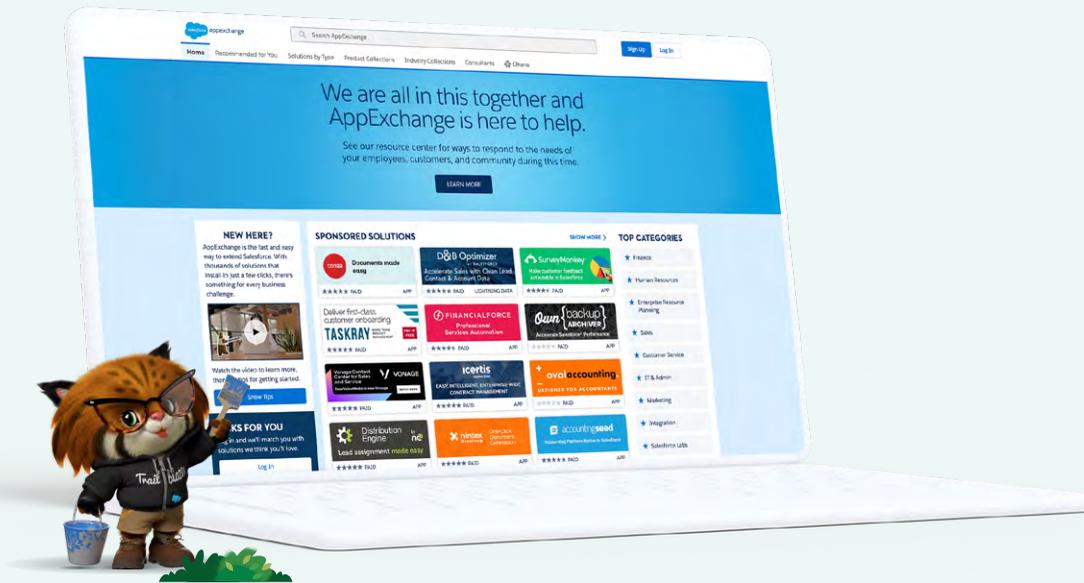
## Stay Connected & Service Donors at Scale

Donors expect personalized experiences with the nonprofits they support. Whether that's as simple as being able to update their profile and donation information, or receiving information understanding how their gift has made a difference.

With **Experience Cloud**, fundraisers can create donor portals that are branded to the look and feel of their organization that streamlines self-service and creates even stronger connections between donors and the nonprofit they've chosen to support.

Donors can login and view their giving history, update their contact information, and even donate quickly and securely. Share impact reports with donors and the board so they can understand where their gifts are being allocated and connect them with staff or other supporters with similar passions. Put donors in the driver seat and share proof of your mission's impact.





## Never Outgrow the Ecosystem of Technology

Fundraising is evolving – and fast. New technologies and channels are arising to meet donors where they are and help nonprofits build their donation and donor base. Good partners can help you adapt fast and offer your donors a highly personalized experience. Salesforce is uniquely positioned to react fast to changes in payments and the digital landscape thanks to the **AppExchange**.

AppExchange is the fast and easy way to extend Salesforce including thousands of solutions that install in just a few clicks. By getting access to world-class apps and expert partners, you can find more success as an organization and continue to improve and build on an industry-standard data architecture.

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## Atlanta Mission

[Atlanta Mission](#) is the longest-running provider of services to empower people experiencing homelessness in Atlanta. They previously relied on direct mail to fundraise, but shifted to a digital-first mindset to capture donor data, segment donors based on previous giving and propensity to give, and automated highly-personalized digital communications to save time and achieve **50% growth with digital donors**.



**ATLANTA MISSION**

*Ending Homelessness.*



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**Learn more about Salesforce.org  
Nonprofit Fundraising**

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