



Einstein Analytics for Nonprofits: A Quick Product Guide

Measure Your Impact in Real Time

From programs to marketing to fundraising, many nonprofits struggle to get real-time answers to key questions: Which programs make the biggest impact? Which campaign was most effective? Where are we getting traction with donors?

We have reinvented analytics for social impact with Einstein Analytics. No longer is data something that nonprofits simply collect and store. With Einstein Analytics, organizations of all sizes can go beyond static and pre-built reports by creating unique datasets, dynamic visualizations and dashboards and drilling into data to make more informed decisions.

**LET'S TAKE A LOOK AT EINSTEIN
ANALYTICS FEATURES**



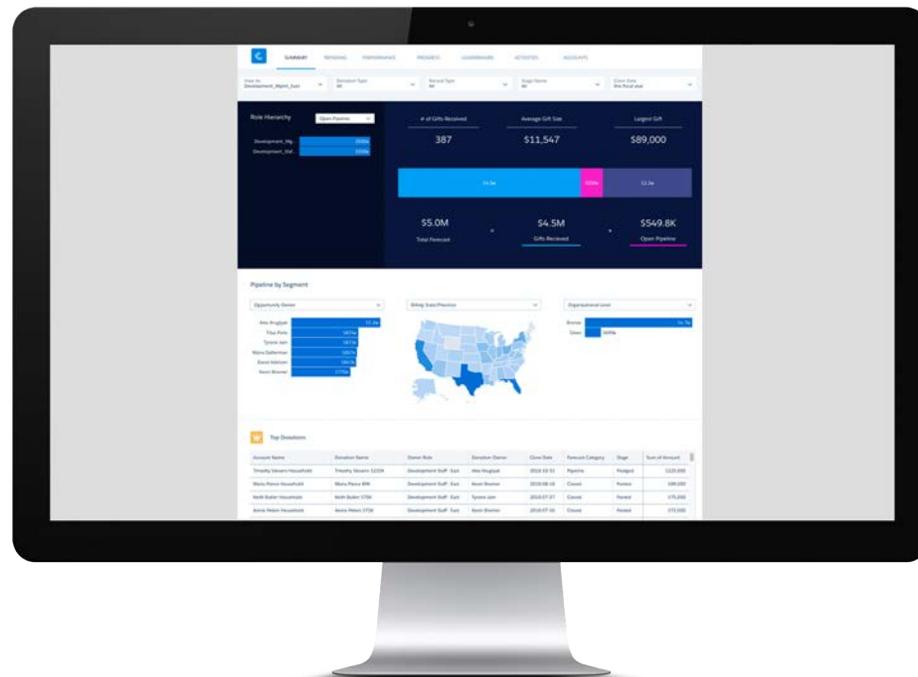
Build visualizations and dynamic dashboards from scratch: make use of self-service data analytics to visualize and measure overall organizational impact.

Pull in and analyze external data: get a holistic view of your disparate data by understanding and analyzing both Salesforce and external data.

Collaborate and share results: share insights with team members and stakeholders both inside and outside of Salesforce via email, chatter and more.

Get started with Fundraising Templates: kick off your analytics journey by making use of templates built for nonprofits and identify trends in your fundraising data. Available templates include:

- **Fundraising Analytics:** easily view donation summaries including pipeline, forecasts and key donation metrics at various levels of your organization. Get a quick view of your progress or a team's progress against goals.
- **Fundraising Performance:** access actionable insights around annual donor retention and attrition, donor gains and losses, and donation amount gains and losses.

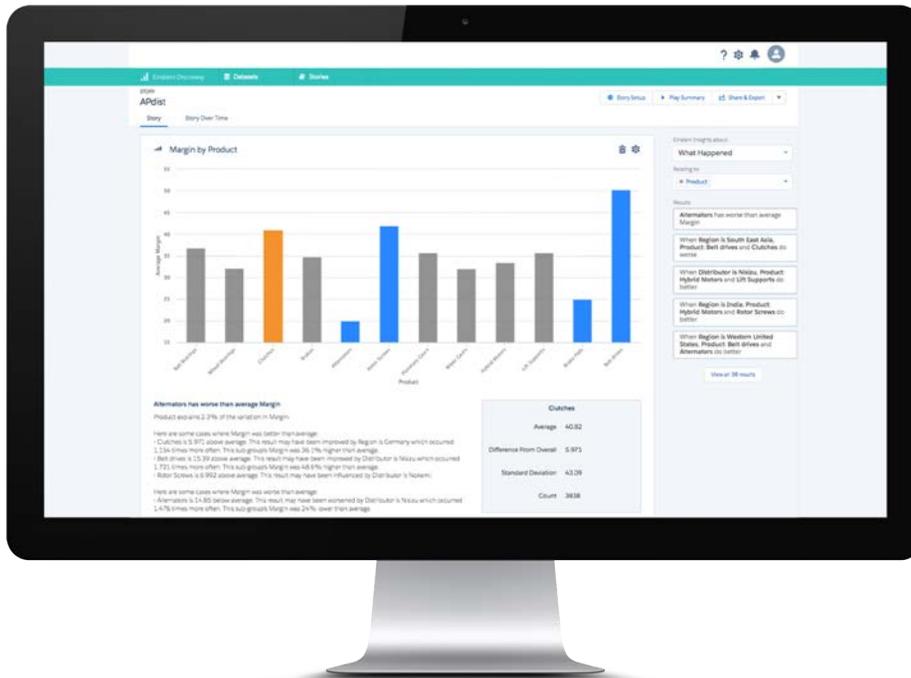


Analyze millions of data combinations in minutes with **Einstein Discovery**

Einstein Discovery allows you to build predictive and prescriptive models and infuse intelligence everywhere. It does the heavy lifting for you, helping you find the right insights in your data and presenting them to you in simple stories. By uncovering key relationships and trends, Einstein Discovery helps you act on your data – right from where you work – to optimize every constituent service experience, and unlock productivity for your entire organization.

Create custom predictions on any standard or custom object in Salesforce with clicks, not code with **Prediction Builder**.

Building artificial intelligence (AI) into your organization is easier than ever. Einstein Prediction Builder lets you use your CRM data to analyze and build custom predictions on any Salesforce object using our simple point-and-click interface. Predict anything from the chance of a beneficiary dropping your program to donor propensity to give and beyond.





CUSTOMER SUCCESS

Reading Partners fundamentally believes that the ability to read transforms lives and changes outcomes for children and communities. The organization, founded in 1999, works with communities to provide students with proven, individualized reading support they need to read on grade level by fourth grade. Reading Partners began their journey with Salesforce in 2005, first by tracking their fundraising data, then by moving all of their programmatic data on volunteers and students into one system.

With increasing demands from both internal and external stakeholders to provide more accurate, transparent and efficient data tracking and reporting, Reading Partners decided to take their technology even further. “In today’s day and age, donors want to see the results of their funds before they actually donate” says Lola McCall, Salesforce Administrator.

Reading Partners uses Einstein Analytics to track student performance, which includes pulling in student record data and visually understanding overall student performance and how their test scores increase over time. The interactive data visualizations can be shared with leadership, funders, and district partners so everyone in the organization can understand Reading Partner’s progress towards goals and holistic impact.

“

With Einstein Analytics, we’re now able to see if a specific school district has lower test scores than another, which allows us to re-allocate our resources and tutors to provide more assistance where it’s needed most.”

Lola McCall, Salesforce Administrator,
Reading Partners



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