



# INTRODUCING ELEVATE

A comprehensive suite to integrate fundraising operations and streamline the donor journey.

The donor journey can take many routes. And organizations asking for donations need to be able to accept funds through the channels that work best for donors. Integrating all the technology components required to make this possible can be daunting, but when they work together, they improve staff productivity and enhance the experience of your donors. On the other hand, anytime you introduce technology that isn't fully integrated, you introduce the risk of data, contacts, and opportunities slipping through the cracks.

Salesforce.org Elevate\* has all the necessary building blocks to support a seamless donor journey. It is a fully integrated solution for fundraising, consisting of donation pages that are easy to set up, with payment processing, an application that fosters deeper engagement through volunteering and giving, and the ability to scale to millions of potential new donors.

Salesforce.org Elevate is a suite of integrated offerings for the nonprofit and education sectors that gives organizations a new way to convert visitors into committed advocates. It provides a seamless management interface to engage donors, volunteers, and alumni while streamlining the critical back-end functions of payments, CRM, and accounting. Elevate delivers all the security and scalability you've come to expect from Salesforce while considering industry best practices and providing the support you need to grow your fundraising program.

## ELEVATE PRODUCTS

### PAYMENT SERVICES

An open platform that allows you to connect with your payment providers to manage payments, cancellations, refunds, and sustainers – all in CRM via Nonprofit Success Pack (NPSP) or Gift Entry Manager.

### GIVING PAGES

An out-of-the-box donation form that conforms to your branding and configuration requirements and fully integrates with Payment Services, your CRM, and Google Analytics. Giving Pages forms are search-engine optimized and built for mobile.

### ENGAGEMENT HUB

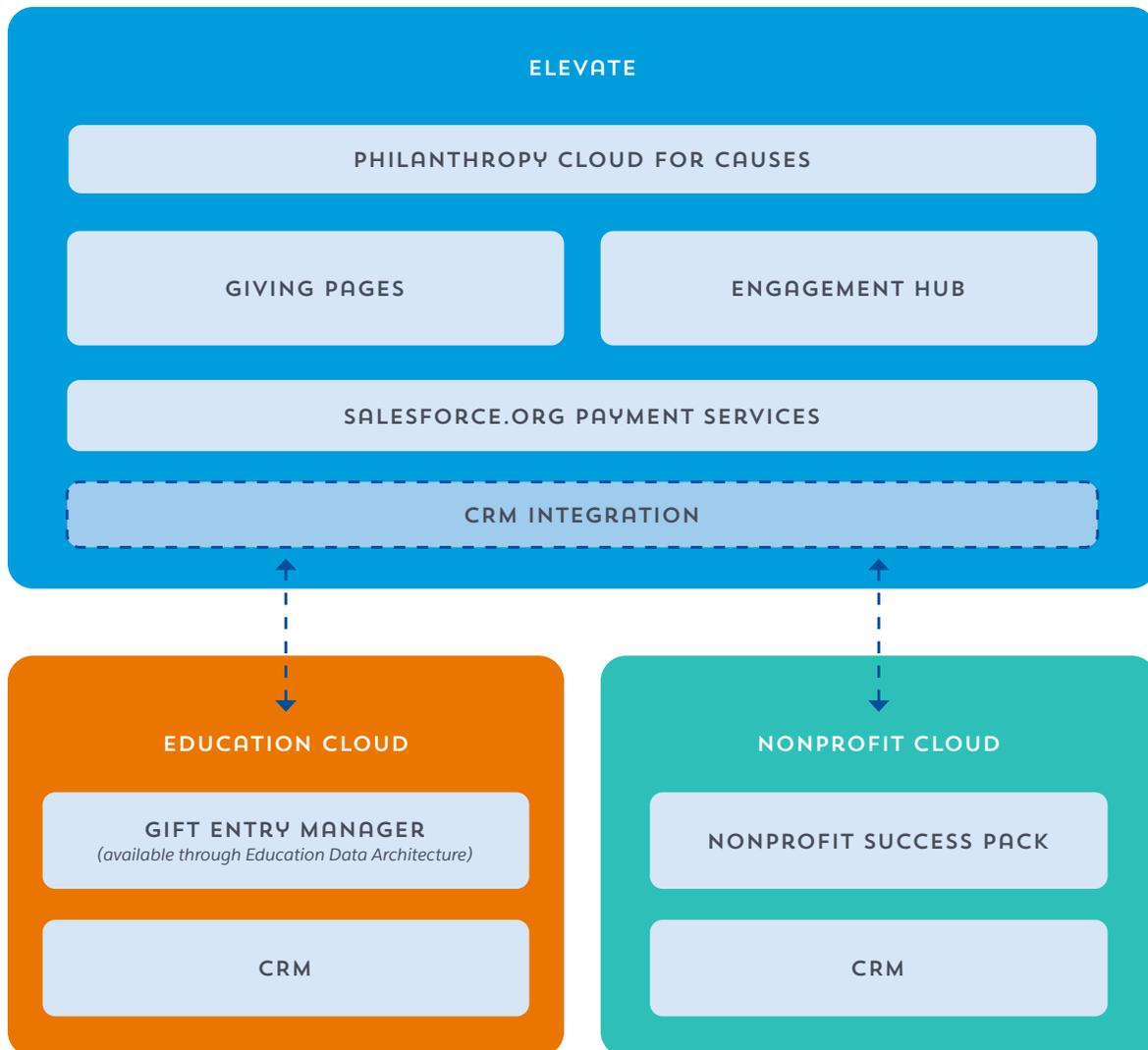
A white-labeled portal for your constituents that allows you to engage with supporters, donors, volunteers, and alumni. Its recommendation engine lets you create highly personalized experiences by driving users to relevant stories, donation campaigns, and volunteering events based on user profile and location. It integrates with Payment Services, NPSP, and Gift Entry Manager.

### PHILANTHROPY CLOUD FOR CAUSES

An administrative interface for all Salesforce.org customers to claim and customize their organization profiles in Salesforce.org Philanthropy Cloud, providing access to new sources of donors through workplace giving and volunteering campaigns.

## SALESFORCE.ORG CROSS-CLOUD INTEGRATION

Elevate accelerates your digital fundraising by direct integration with the CRM in Nonprofit Cloud and Education Cloud. It funnels donations into NPSP for Nonprofit Cloud and Gift Entry Manager for Education Cloud.



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Salesforce.org is the social impact center of Salesforce focused on partnering with the global community of changemakers. We provide access to powerful technology, community partnerships, and impactful investments that empower changemakers to build a better world. As a social enterprise business unit dedicated to creating solutions for nonprofit, educational, and philanthropic organizations, we innovate on top of the world's #1 CRM, channeling the philanthropic power of our employees, customers and partners to join our global movement for good. Visit [www.salesforce.org](https://www.salesforce.org) for more.

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