



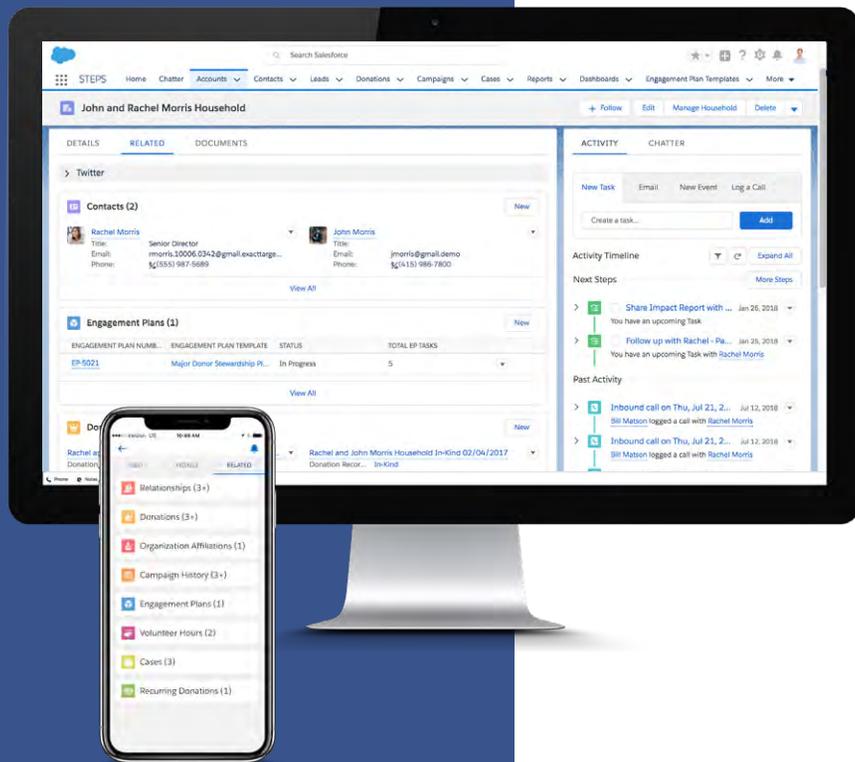
Nonprofit Success Pack

The Nonprofit Data Model for Fundraising and Programs

Nonprofit organizations often rely on individual constituents to create strong and vibrant communities. Nonprofit Success Pack (NPSP) is nonprofit Technology built on the World's #1 CRM to fund and run your mission. NPSP makes it easier for you to use Salesforce to manage the core relationships between individual donors, program participants, or volunteers, their households, and the companies they work for. From fundraising to operations to programs and more, NPSP is our industry standard data model that is flexible, extensible and customizable. It's open source and built for the nonprofit community by the nonprofit community.

LET'S TAKE A CLOSER LOOK AT NONPROFIT SUCCESS PACK

THE BASICS NPSP provides a single source of truth delivering a 360 degree view of your constituents. You can leverage this unified view to engage in more personalized ways with supporters, or connect and help clients. With this visibility into people, funds, and outcomes, you can make better decisions that drive impact.



CONSTITUENT RELATIONSHIP MANAGEMENT

Connect with volunteers, donors, clients, and board members and more with one view of their engagement with your organization.

HOUSEHOLD MODEL & CONTACTS

Track donation and program engagement information for a household, along with any organization affiliations. Gain a single view of family members and relationships, donations, and programs or interactions the household takes part in.

LEVELS

NPSP uses levels to group supporters (donors or volunteers) based on their level of commitment, such as total gifts or number of hours volunteered.

REPORTS AND DASHBOARDS

Understand if your fundraising or program efforts are working. Gain a unified view across all programs with pre-planned reports and dashboards. With all your data in one place, put your nonprofit on a path towards more advanced impact measurement.

FUNDRAISING FEATURES Funds are the lifeblood of your nonprofit's mission. NPSP empowers your organization to capture all your data on income in one place, related to supporter information. With real-time access to your paid and pledged donations from any device, development staff and leadership can be more productive at focusing on donations with the highest likelihood of closing.

DONATION MANAGEMENT

Track all types of donation opportunities and the journey to close a specific donation. Donation types tracked include one-time gifts, recurring gifts, matching gifts, in-kind gifts, tribute/honor memorial gifts, grants and membership.

GIFT ENTRY

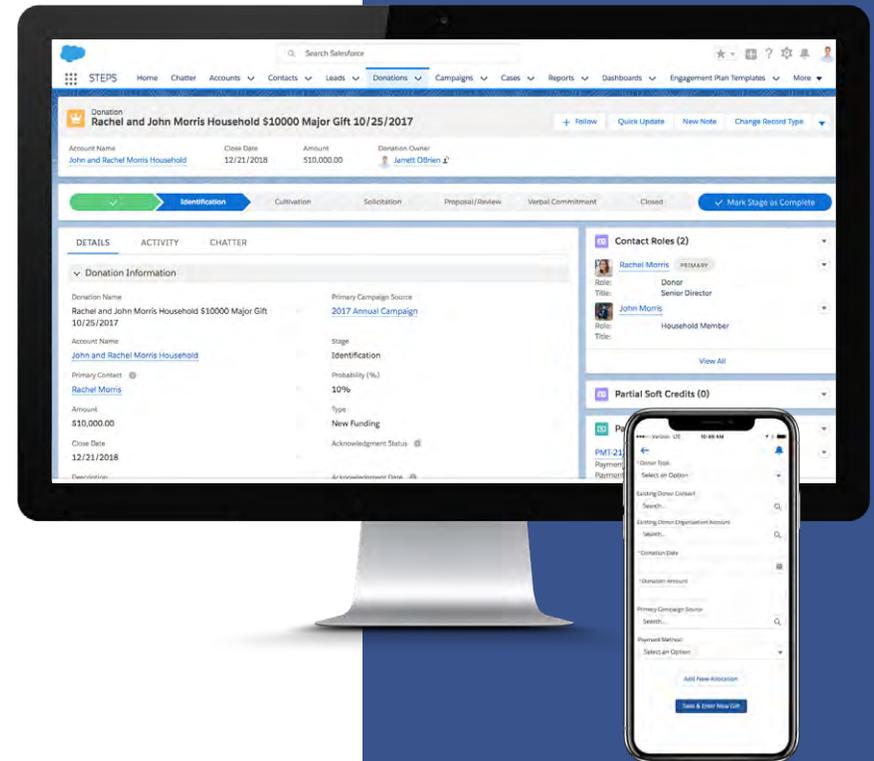
Enter batch and single gifts into the CRM in a way that is accurate, fast, and flexible. Enter large volumes of gifts in a consistent way, and spend less time making sure that complex gifts have the right attributions. Gift entry now has flexible templates and embedded editing of records.

RECURRING DONATIONS

Track and manage sustainer revenue to create an efficient way for nonprofits to manage their most committed supporters and to better forecast revenue.

ENGAGEMENT PLANS

Tailor and automate a moves management strategy based on types of donors or levels. Create unique sets of tasks to standardize touch points. Plans can be initiated manually by an admin or automatically trigger when used with NPSP levels.



PROGRAM MANAGEMENT FEATURES Managing your programs, services, and volunteers is hard to do, especially if you're tracking them on paper or in spreadsheets. With Program Management Module in NPSP, you can track any type of program or service in a single system. With Volunteers for Salesforce (V4S), you can manage and coordinate volunteers. As many programs as you have and as unique as they get, Salesforce and our incredible ecosystem of partners can handle it.



 **PROGRAM MANAGEMENT**

Use a standard format to organize, track and deliver your organization's programs. Manage any type of program from trees planted to dogs adopted to programs your clients are engaged with and the services they are receiving.

 **PROGRAMS HOME PAGE**

With a program manager-focused home page, get a customized view on the data you need to identify key tasks and find program trends. Easily select the relevant report to get a birds eye view of a specific program and record type.

 **COHORT TRACKING**

Split programs into segments based on attributes like cohorts, cycle, season, class, funder, and more, allowing nonprofits to get and utilize more nuanced tracking and reporting.

 **VOLUNTEER MANAGEMENT**

Volunteers for Salesforce (V4S) is an app that works alongside NPSP. Understand who your volunteers are and the hours they worked. Manage volunteer jobs and shifts, both recurring and for a specific event.



CUSTOMER SUCCESS

“The Nonprofit Success Pack is mission-critical in expanding our operations, empowering our staff and volunteers, and connecting with all of our constituents to stretch the limits of our social impact.

Salesforce a major reason we have been able to achieve a 300% increase in families helped, and 400% increase in donors.”

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DAN KERSHAW
EXECUTIVE DIRECTOR
FURNITURE BANK

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