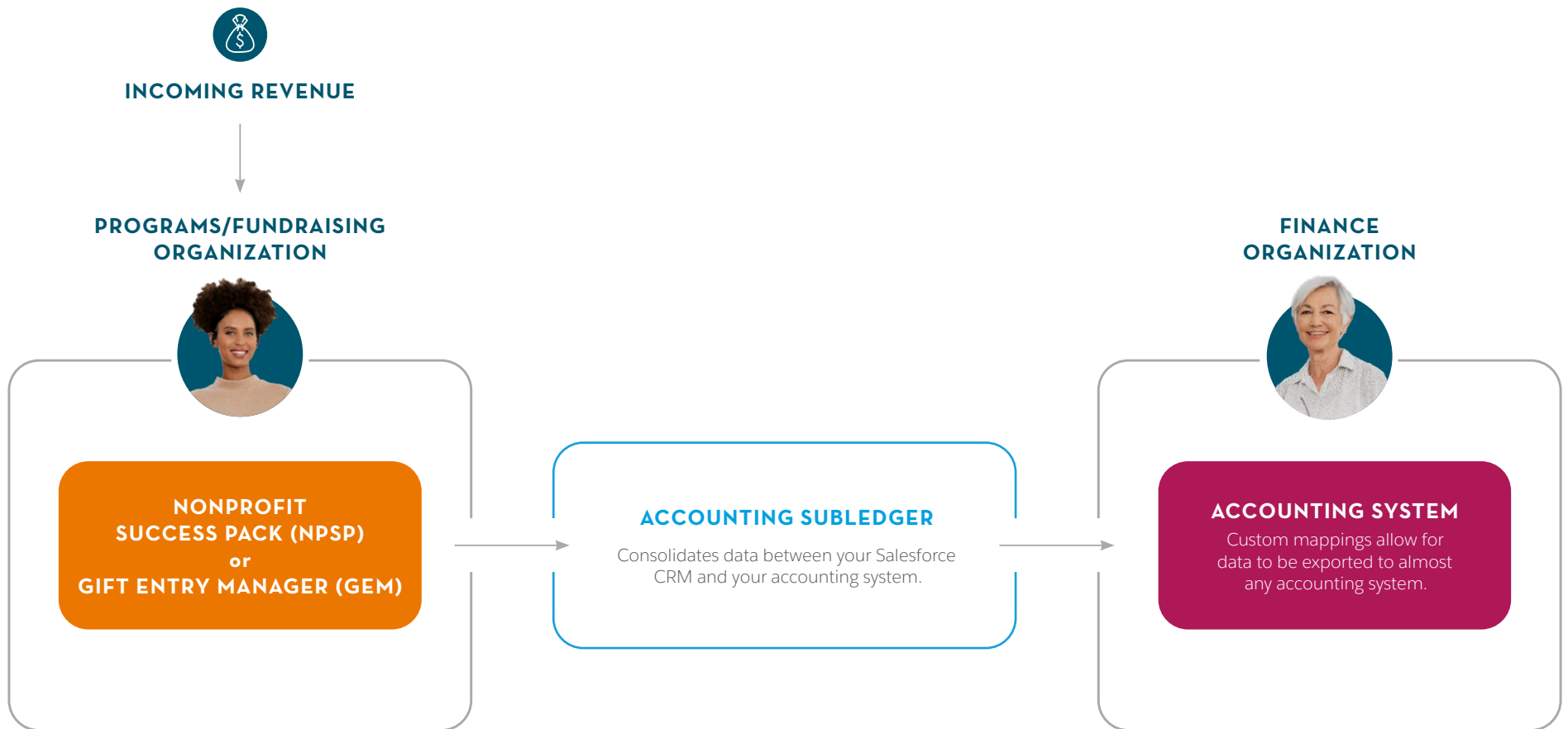# Accounting Subledger

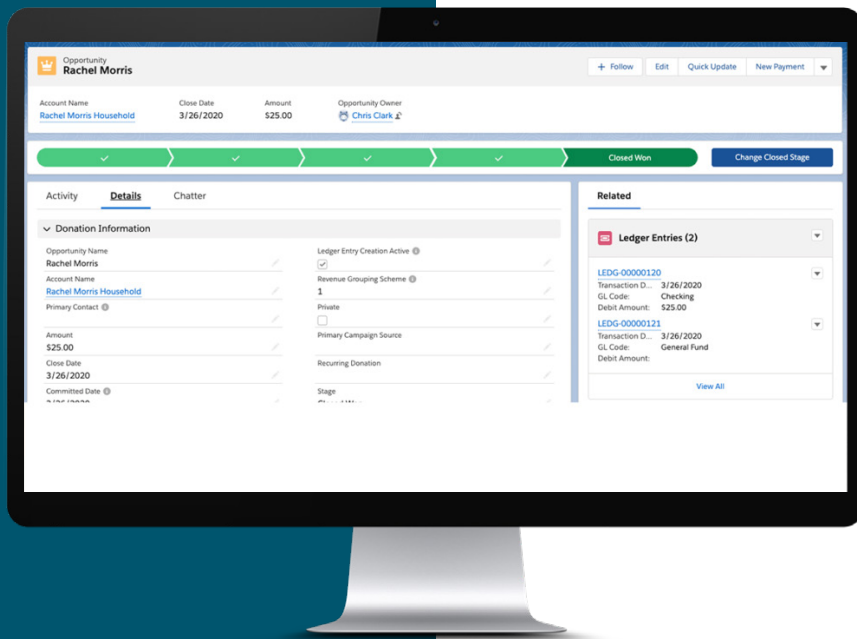## Aligning Fundraising and Accounting Data for Nonprofit and Educational Organizations

As your organization grows, you might invest in various systems to support your growing operations. Although having several, separate systems might appear manageable, disconnects can limit productivity and transparency within and outside the organization.

Simply put, if your CRM and Accounting System can speak with each other, you are able to eliminate duplication, and gain a real-time 360 degree view of constituent information. This in a nutshell, is what Accounting Subledger does for you.

LET'S TAKE A CLOSER LOOK AT ACCOUNTING SUBLEDGER

Accounting Subledger aligns the programs, fundraising, and accounting functions in your organization.

INCOMING REVENUE

↓

PROGRAMS/FUNDRAISING ORGANIZATION

FINANCE ORGANIZATION

NONPROFIT SUCCESS PACK (NPSP)
or
GIFT ENTRY MANAGER (GEM)

ACCOUNTING SUBLEDGER
Consolidates data between your Salesforce CRM and your accounting system.

ACCOUNTING SYSTEM
Custom mappings allow for data to be exported to almost any accounting system.

* Accounting Subledger is a part of Nonprofit Cloud and Education Cloud and designed for nonprofits and educational institutions. You would need to have the latest version of Nonprofit Success Pack (NPSP) or Gift Entry Manager to implement Accounting Subledger.
Accounting Subledger is available in two packages – Starter and Growth. For pricing and features, please contact your Salesforce Account Executive.

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Features of Accounting Subledger

MAP TO ACCOUNTING SYSTEMS
Custom mappings to homegrown systems and customized templates for widely used accounting systems*.

GENERATE DEBITS AND CREDITS
Create accounting records in the style of standard journal entries, with support for double entry journals – debits and credits.

DETAILED GIFT ALLOCATIONS
Allocate gifts to specific funds at the level of detail needed to recognize donor intent. Accounting Subledger also supports cash and accrual accounting.

ACCOUNTING PERIODS
Open and close accounting periods to ensure that activity is reconciled and posted in both systems. Organize periods of time to match your accounting methods.

INTEGRATION WITH NONPROFIT AND EDUCATION DATA
Accounting Subledger leverages Nonprofit Success Pack (NPSP) and Gift Entry Manager (GEM) and the larger capabilities of the Salesforce ecosystem to extend your gift-recording capabilities.

Visit our website to learn more about Accounting Subledger.

Benefits of Accounting Subledger

GREATER TRANSPARENCY

Information is updated across financial systems and the CRM which creates financial and operational accountability for both internal and external stakeholders who have invested in the organization.
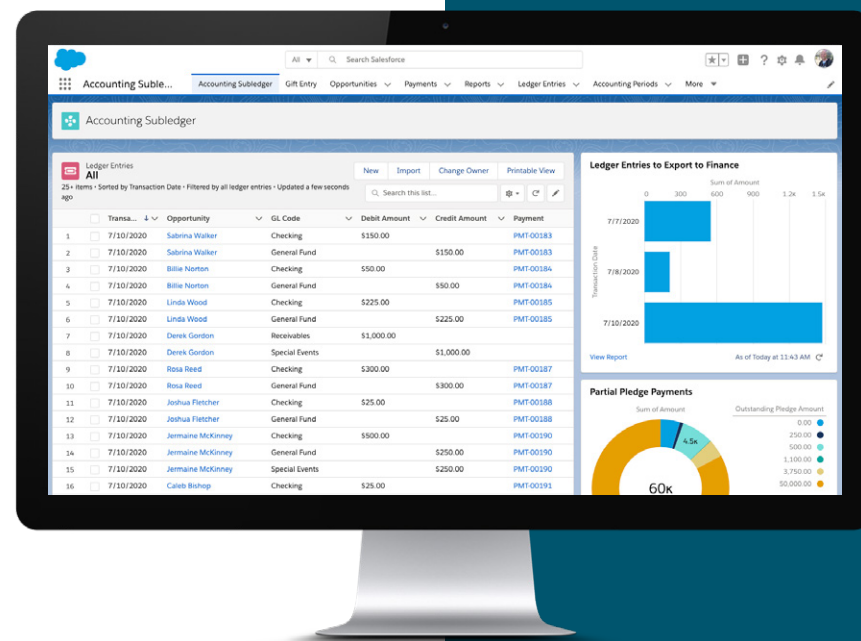
MORE EFFICIENT USE OF TIME

Accounting Subledger manages complex allocations across multiple programs, projects, and fiscal years – so that you can spend more time on raising money and growing your mission.

UNIFIED VIEW OF GIVING

One of the major advantages of streamlining data between your CRM and Accounting system is that it helps you get all your donor and any other transaction information in one place – giving you a truly unified view of giving and operations. Learn more here.

Visit Power of Us Hub to join a community of users and discussions on Accounting Subledger.

Accounting Subledger Increases Efficiency and Transparency for Valerie and Learning Empowerment

Valerie is an accountant at Learning Empowerment, a growing nonprofit. Valerie faces various challenges with the organization's rapid growth. As Accounting Subledger is implemented, she begins to gain several efficiencies.

BEFORE — **ACCOUNTING SUBLEDGER** — **AFTER**

Manual processes - higher risk of errors

States/countries regulations

Large amounts of donations and funds

Multi-step process for entering gift amounts

No single source of truth for reporting

Accounting records are sent to a third-party accounting software with minimal data manipulation.

Valerie feels effective at her job. She spends less time on reconciliation and more time on critical projects.

Accounting Subledger only creates records for the final corrected state of an accounting record. This means fewer contradictory journal entries and manual errors.

CUSTOMER SUCCESS

Water.org is a global nonprofit organization working to bring safe, accessible, and cost-effective water and sanitation to the world. The water crisis negatively impacts the health of more than one-third of the world's population - nearly 1 million people die each year from water, sanitation and hygiene-related diseases.

Water.org has empowered more than 29 million people in 17 countries with access to safe water and sanitation. For millions of women, children, and communities – this means a safer environment and the potential for improved health and economic opportunity.

" Accounting Subledger helps us bridge the gap between two critical perspectives around our donations – the Finance and Development perspectives. It also helps us meet our goal of enabling our development, marketing and donor care teams do what they do best, and not have to worry about debits and credits or other foundational accounting elements that the accounting team manages."

water.org®

JOSH GUNKEL
Director, Technology, Water.org

Jumpstart Your Implementation of Accounting Subledger

Salesforce.org's Professional Services team can help you get up and running with Accounting Subledger in just 3 weeks*. With the Accounting Subledger Jumpstart, hands-on experts will guide you through a rapid implementation and provide admin training, ensuring both trusted configuration and long-term success.

LEARN MORE