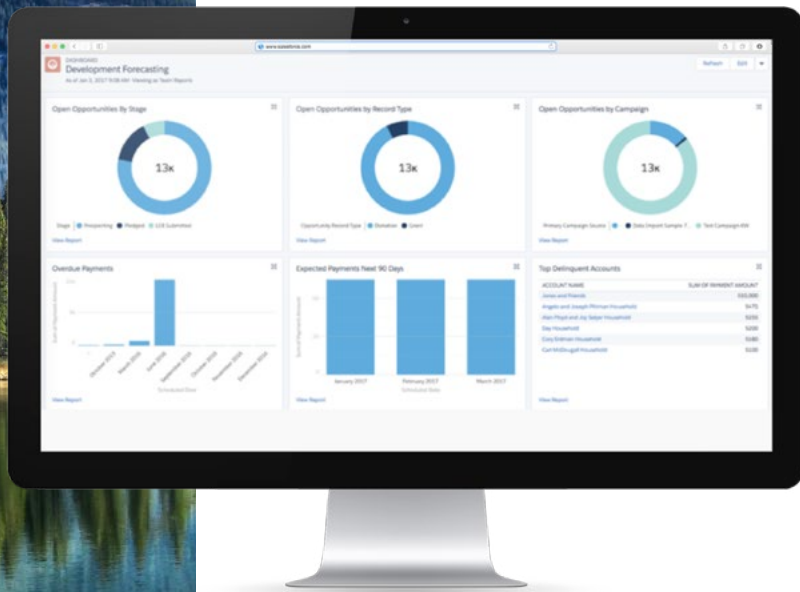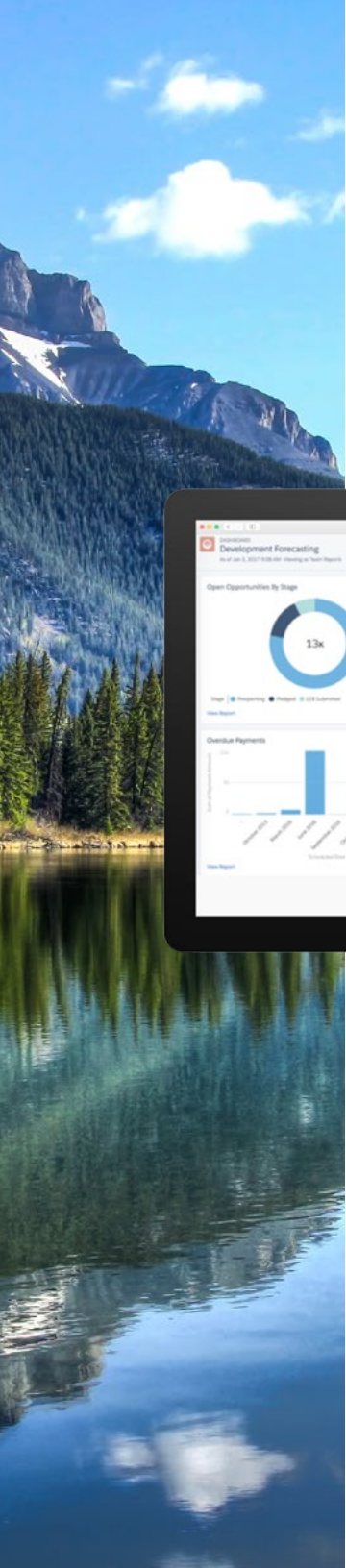**salesforce.org**

Reporting with the Nonprofit Success Pack (NPSP)

Harness Reports and Dashboards to Save Time and Show Impact

Times are changing. The role of nonprofits has never been more critical in society, and the demand for the work nonprofits do has never been greater. Nonprofits are being asked to provide more and more data about their organizations, but seem to have less and less time to prepare reports to show their constituents the impact their donations and engagement are having.

With Salesforce, you can build customizable reports and dashboards to analyze your data in any way. But to make it even easier for nonprofits, the Salesforce.org team has built over 70 industry reports and dashboards that are ready to use in the Nonprofit Success Pack (NPSP). Use them as is, or easily and quickly customize them with Report Builder, to meet your specific and every need.

LET'S TAKE A LOOK AT REPORTING WITH NPSP >

With great reports, come great dashboards. Dashboards take your reports a step further and pull data from dedicated reports so you can view trends and data all in one place and all in one view. These out-of-the-box reports facilitate the monitoring of giving trends, forecast based on open opportunities, and analyze campaign ROI stats.

And the best part? Everyone in your organization can be a report and dashboard builder. Thanks to pre-built reports and easy-to-use builders, there is no need to include IT for reporting or dashboard needs.

What are some of the great reports and dashboards that exist in NPSP?

Memberships Over Time – Use this report to view all memberships over the life of your organization, grouped by membership join date.

Contact and Account LYBUNT – Use this report to understand who has given in the past, that may need a nudge to donate this year, and easily send them a specially tailored message.

10% Projection Report – Use this report within your development team to quickly see an ask projection based on a percentage increase.

Closed/Won Opps by Type and Fiscal Year – Use this report to give your board or executive director at a glance high-level fundraising metrics.

Additional Benefits

Report Without Help from IT – Gain direct access to answers without having to wait for analysts or IT. Be self-sufficient with prebuilt reports and dashboards and stay updated with customized reports that can be built and configured with ease. Drag and drop fields, filters and charts and get an immediate real-time view.

Modify on the Same Screen – Track organization performance and quickly make changes to dashboard components to get the most info front and center.

Go Mobile – Use the Salesforce mobile app to check on key metrics from anywhere. From email and opportunity management to tasks and collaboration, get what you need faster, on any device.

NATIONAL AQUARIUM.

"Because we have multiple fundraising programs, it's important to know where our revenue is coming from and where we find the most success in our efforts. The reporting functionality within Nonprofit Success Pack allows us to be really strategic and targeted in our fundraising strategy."

Melanie Bricker
Director of Development Services,

The National Aquarium champions environmental initiatives by engaging visitors, volunteers, students and global citizens to actively participate in the conservation and preservation of natural resources and ecosystems. Using NPSP, the Aquarium is able to track and report on numerous revenue streams with either a macro-level approach or by drilling-down to specific fundraising initiatives.

FURNITURE BANK
YOUR USED FURNITURE WILL CHANGE A LIFE

Furniture Bank is a nonprofit organization that provides gently-used furniture and household items to individuals and families in need. Furniture Bank uses NPSP reporting capabilities to track important organization metrics, and thanks to the robust reporting capabilities, was able to create an annual report, showcasing yearly volunteer impact.

Interested in learning more? Take the Trailhead module for Fundraising Reports and Dashboards

TAKE A LOOK HERE >

And Nonprofit Program Management Reports and Dashboards

TAKE A LOOK HERE >

Explore Artificial Intelligence and Visualization capabilities beyond reports and dashboards.

WATCH THE WEBINAR >

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