



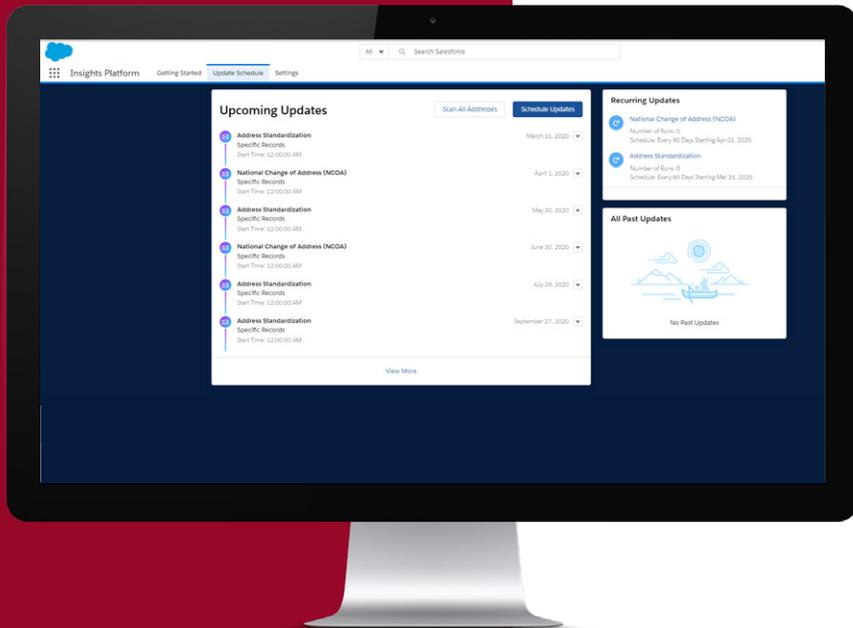
Advance Direct Mail with Digital for Nonprofits

Use digital fundraising techniques and best practices to advance your direct mail efforts.

A seamless, multichannel experience.

Grow your fundraising by incorporating your existing direct mail strategy with frictionless online payments, quick access to data and personalize content in every channel. In short, advancing direct mail with digital provides a complete and seamless multichannel experience.

LET'S TAKE A CLOSER LOOK AT DIRECT AND DIGITAL FUNDRAISING STRATEGIES



EFFICIENCY IN DIRECT MAIL PROCESSING INSIGHTS PLATFORM DATA INTEGRITY*

While putting your direct mail campaign together and paying for printing and shipping, make sure your addresses are accurate and contacts are deduplicated so that your mailings are efficient and save you money. Insights Platform Data Integrity is a great tool to help you make sure your addresses are in good shape to get your message to the right person.

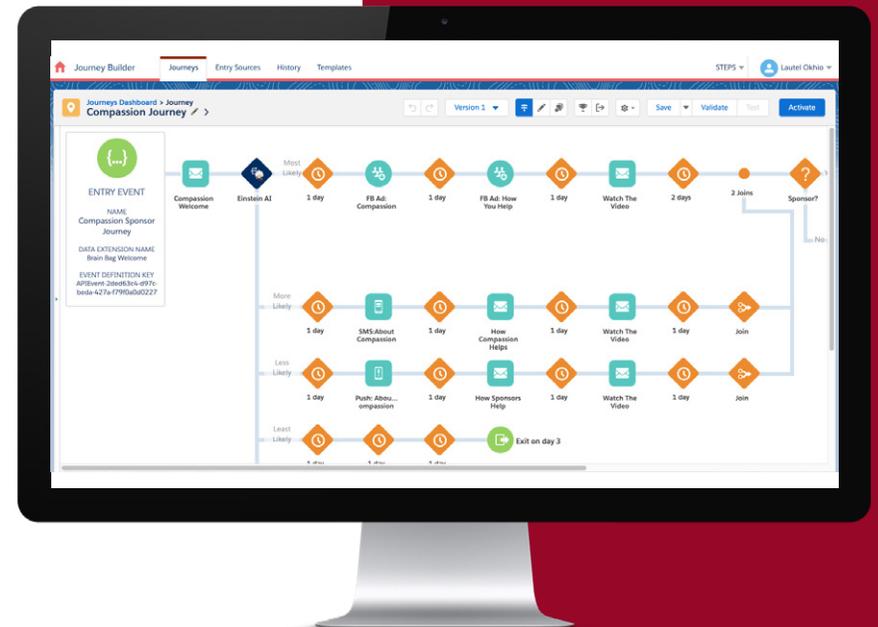
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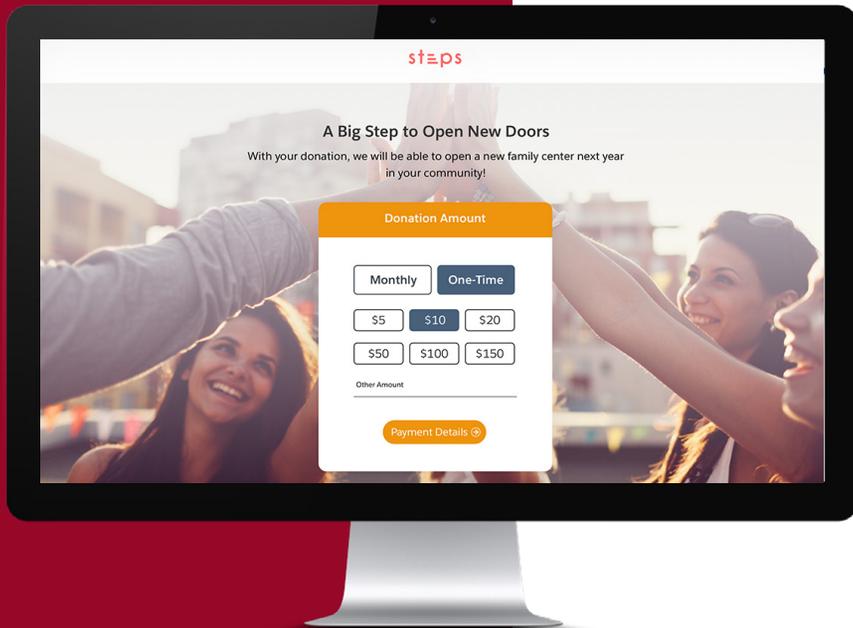
CROSS-CHANNEL CAMPAIGNS

MARKETING CLOUD

Whether it's your summer fundraising campaign, a time of crisis or your end-of-year fundraising effort, constituents expect to engage with you. Having one campaign across multiple channels helps you get the broadest reach possible and helps you determine which channel works best for which campaign types. With Marketing Cloud, you can create deeply personalized constituent journeys that automatically adapt to your donor's level of engagement.

LEARN MORE





FREEDOM TO BE AGILE

GIVING PAGES & PAYMENTS*

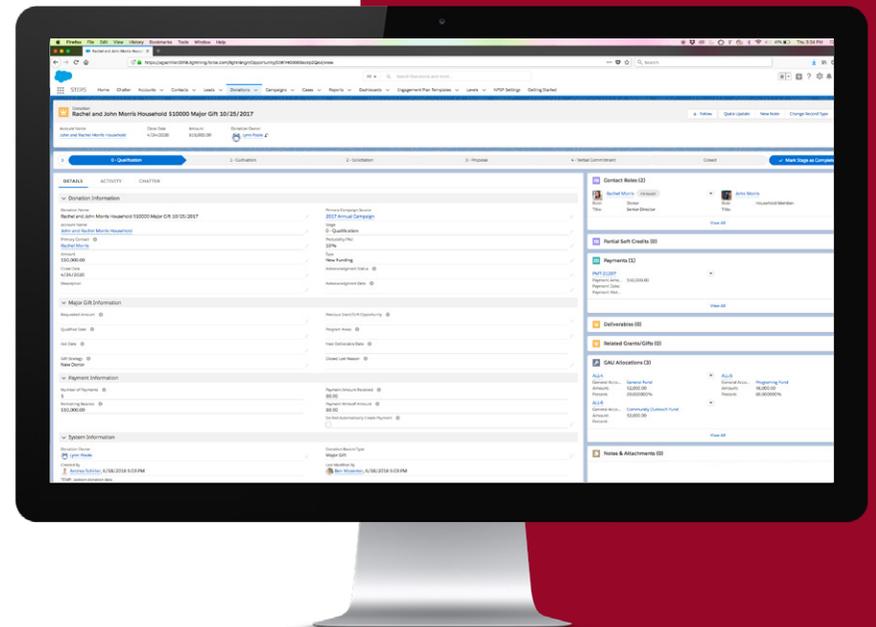
Add easy-to-read URLs that link to Giving Pages from your direct mail pieces so that donors can transact easily online when they receive your piece in the mail. Not having to wait for a majority of donations to come back through the mail means you can see data quickly and make fast, real-time decisions based on what's working and what's not.

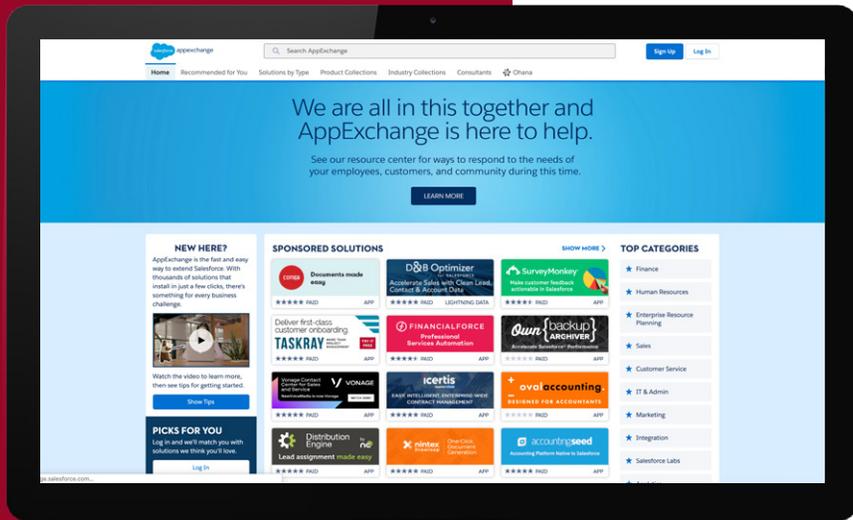
LEARN MORE

QUICKER ACCESS TO DATA NONPROFIT SUCCESS PACK (NPSP)

Payment Services and Giving Pages' native integration to NPSP ensures that your data is recent, relevant and all in one place. There's no delay to your information and no more sending communications that are inaccurate because your data is out of date.

LEARN MORE





APPEXCHANGE SALESFORCE

Fundraising is evolving – and fast. New technologies and channels are arising to meet donors where they are and help nonprofits build their donation and donor base. Good partners can help you adapt fast and offer your donors a highly personalized experience. Salesforce is uniquely positioned to react fast to changes in payments and the digital landscape thanks to the AppExchange. AppExchange is the fast and easy way to extend Salesforce including thousands of solutions that install in just a few clicks. By getting access to world-class apps and expert partners, you can find more success as an organization and continue to improve and build on an industry-standard data architecture.

VISIT HERE

EXECUTE YOUR OFFLINE VISION WITH
SALESFORCE.ORG FUNDRAISING SERVICES

PROVEN RESULTS We have extensive experience managing segmentation for complex enterprise campaigns that drive impact.

IMMEDIATE VALUE Our specialized direct marketing team has the industry expertise to ensure a fast and smooth operational transition.

EXTENSION OF YOUR TEAM As an extension of your team, we're invested in your success. Our shared production schedule allows us to stay in sync and flexibly meet your changing needs.

We work directly with your team and agency partners to execute your vision—freeing you to focus on other higher-impact initiatives.

[LEARN MORE](#)



CUSTOMER SUCCESS

“Salesforce has helped us manage and scale our global fundraising efforts...total giving has increased by 73 percent.”

ERIC DAYTON
DIRECTOR OF DATA MANAGEMENT

buildOn



LEARN MORE ABOUT SALESFORCE.ORG
NONPROFIT FUNDRAISING

[CLICK HERE](#)