

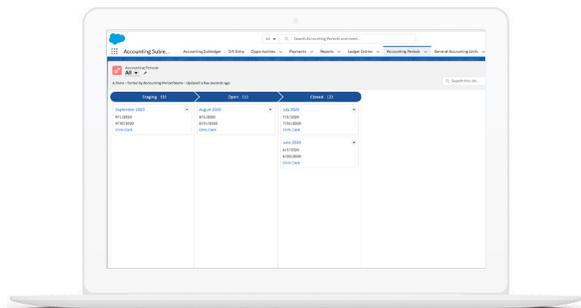
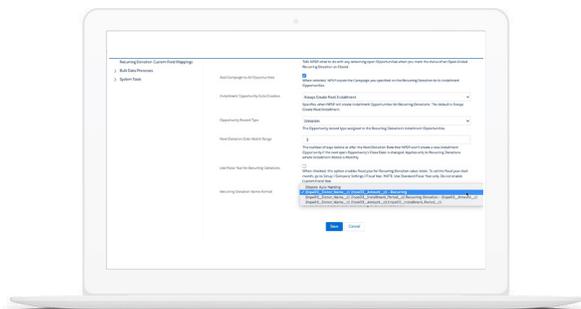
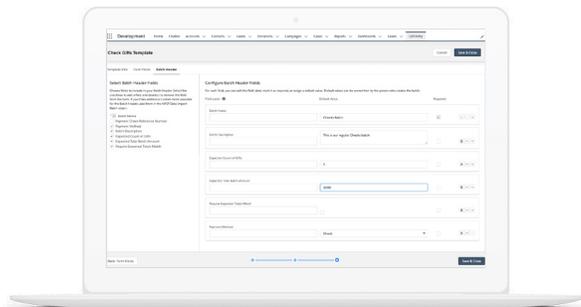
Nonprofit Cloud

Navigate the New Normal with the Salesforce.org Summer '20 Release



Fundraising

Create donor-centric experiences



Enhancements to Gift Entry

What is Gift Entry? A feature within NPSP that allows users to enter batch and single gifts into the CRM in a way that is accurate, fast, and flexible.

What's New? Simpler and faster entry. New enhancements include visual batch validation & enforcement to reduce entry errors, list header selection so users can define column headers and external ID search to match to records quickly.

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Enhancements to Recurring Donations

What is Recurring Donations? A feature within NPSP that tracks and manages sustainer revenue.

What's New? Simplified entry and edit experience. New enhancements include the ability to pause or skip a payment which enable organizations to honor donor requests effectively.

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Enhancements to Accounting Subledger

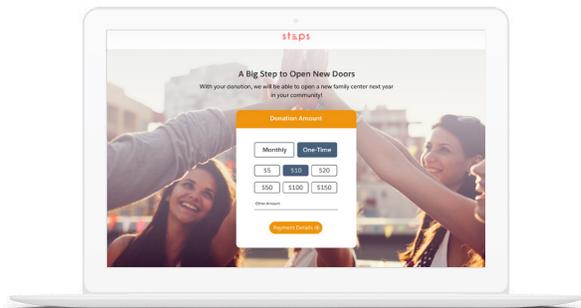
What is Accounting Subledger? A product that prepares your fundraising information for your accounting system.

What's New? Easier reconciliation between accounting and CRM systems. Accounting Periods allow users to stage, open and close periods of time when accounting information can be created. These are built with Kanban boards for visual and operative ease. Stage to state user interface provides the ability to configure stage to stage mapping in a simple interface using Lightning web components. Additionally, the product now maps to over 20 widely available accounting systems. All of these enhancements help further reconciliation processes within the organization.

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Fundraising (continued)



Elevate

Geography US only

What is Elevate? A fully integrated solution for fundraising, consisting of Giving Pages, which are easy to set up, and payment processing.

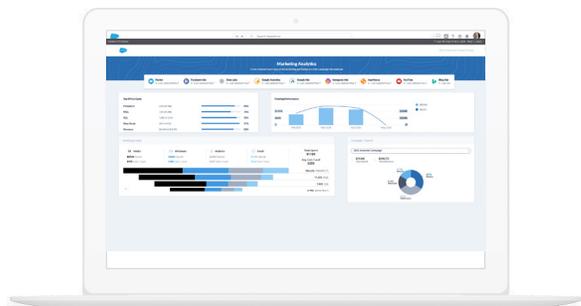
What's New? Accept online donations quickly and securely in Elevate integrated to Salesforce. Our [Elevate Early Access Program](#) is a high-touch program designed to support customers through onboarding, with the goals of delivering a great product experience and gathering early feedback.

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Marketing & Engagement

Find and engage lifelong supporters



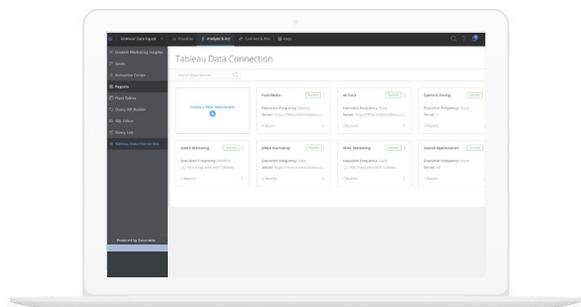
Datorama Connector for Pardot

What is Datorama? A real-time data visualization tool aggregating channel and campaign performance in real-time.

What's New? Connect and Visualize Pardot data in Datorama. Enrich the existing Pardot API integration by providing new Lead Generation data sets and additional fields for email campaign data. This allows Pardot users to leverage Datorama's powerful analytics, visualization, and reporting tools to get a complete leads funnel, and to better measure their campaigns.

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Datorama: Integration with Tableau

What is Datorama? A real-time data visualization tool aggregating channel and campaign performance in real-time.

What's New? Deep-dive into data insights with Tableau, while keeping Datorama's versatile, easy to use data visualization tools.

Automate the extraction of Datorama's harmonized cross-channel marketing data for visualization in Tableau. With this feature, Tableau users will benefit from a connected and accurate data set to optimize marketing budgets and activity, while Datorama users can leverage Tableau's leading data exploration.

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Marketing & Engagement (continued)

Journey Builder: Single Send Journey Enhancements

What is Journey Builder? A campaign planning tool that enables you to design and automate campaigns that guide customers through their journey with an organization.

What's New? Send simple, single or ad-hoc journeys. Send and monitor simple ad-hoc messages to constituents using a guided, visual workflow in Journey Builder. The unified workspace for simple to complex journeys drives visibility across campaigns, and a consistent user experience across channels.

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Journey Builder: Path Optimizer

What is Journey Builder? A campaign planning tool that enables you to design and automate campaigns that guide customers through their journey with an organization.

What's New? A/B test journey content, channel and message combinations to optimize for performance. Discover marketing experimentation in new ways by testing journey paths, not just message content. Run one or multiple tests in a journey, and choose winning paths by engagement or on demand. New contacts only receive the winning path. Continue to run tests to gain insights and optimize every constituent's experience.

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Program Management

Increase staff capacity to deliver vital programs

Case Management Intake & Referrals

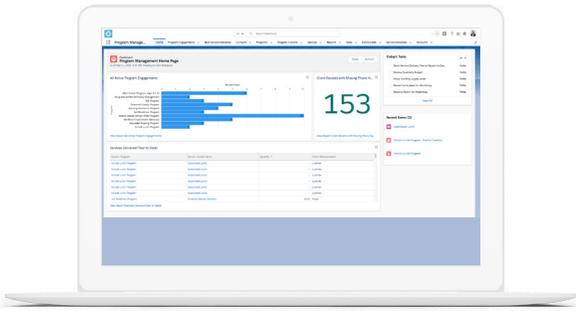
What is Case Management? A product that helps organizations scale personalized care to clients on a platform that helps track services, case plans, notes, incidents, assessments and outcomes.

What's New? Simplify the intake and referral process, so clients get faster access to services. In a time when the demand for services is higher than ever, reduce the time and steps needed to enroll a client into a program, start delivering services, or refer them to another organization.

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Program Management (continued)



Enhancements to Program Management Module

What is Program Management Module? A module that provides a standard framework for nonprofits to organize and manage their program data in Salesforce regardless of type or complexity.

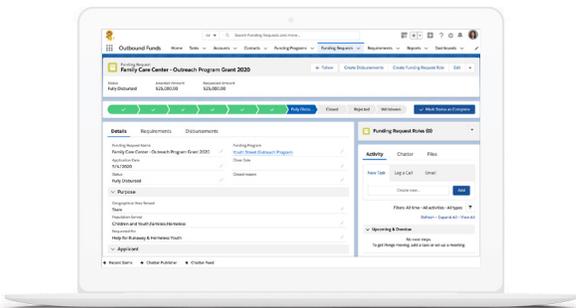
What's New? Track, manage, and deliver any type of program, regardless of type or complexity, accessible from anywhere. Now ideal for all types of organizations no matter their program type.

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Grants Management

Simplify and accelerate grantmaking



Outbound Funds Module

What is Outbound Funds Module? Our new solution allows you to spend less time on tedious processes and more time driving your philanthropic mission. Use a flexible, community-driven grantmaking solution that is built on the world's #1 CRM and evolves with you as your funding program grows. This is a simple way for foundations and nonprofits who make awards and grants to track, manage and deliver funding. Grantees can easily find and apply for grants, share outcomes, and engage with funders through a grantee portal.

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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 for more.

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