2021 Salesforce.org Partner Network
Welcome to the 2021 Salesforce.org Partner Network

We are thrilled to continue our commitment to Salesforce.org partners’ success for the 7th year in a row. Our collaboration with our partners grows stronger and wider as we find new ways to drive impact for nonprofits and schools across the globe during these unprecedented times.

This year, we’ve added new partner types and improved benefits to help partners of all types, sizes and geographies drive customer success and grow their business. There are four core principles of the Salesforce.org Partner Network that lay the foundation for how we work together throughout the year:

- Partner Enablement is the Bedrock of Customer Success
- Selling Hand-in-Hand Serves our Customers Better
- Joint Marketing Delivers a Stronger Message to a Wider Audience
- Driving Equality is Part of Our DNA

By being a member of the Salesforce.org Partner Network, you will have access to resources that will help you and your firm grow deeper technical and product expertise, nurture leaders and teamwork within your organizations, drive equality in your own organizations, and reach customers by connecting to what they care about - growing the impact of their mission.

Our continued promise to partners is to work together towards joint success through co-marketing, collaboration with our sales teams, and technical, marketing, and sales enablement through the benefit packages outlined here. Think of it as a framework for how we collaborate, a baseline of where to get started, and we will continue to expand and innovate throughout the year as best fits each market.

We look forward to working with you this year to serve our customers and we thank you for all of your amazing contributions to this community and the betterment of the world!

Amy Law Pannu
Salesforce.org Global Alliances
FY22 Partner Network Themes

**One**
**Trust & Transparency**
Continue to build trust within our ecosystem of partners through active listening, transparency and frequent communication.

**Two**
**A Focus on Growing Business**
Help partners focus on growing their businesses during an economic crisis by helping them take their solutions to market, generate demand and continuously innovate. Continue to lead with empathy and provide concessions where necessary.

**Three**
**Equality in Everything We Do**
Equality is in our DNA, and we expect our partners to be diligent about driving diversity, equity and inclusion within their own firms. As part of the network, partners have access to resources and initiatives that enable them to do so.

**Four**
**Enhanced Partner Experience**
We will provide an enhanced experience and easy access to online resources to help partners enable their teams and grow their business.

**Five**
**A Model for Every Partner Type**
The Partner Network is inclusive of all partners, and we have models to meet each unique need.
Three Categories of Benefits

Benefits for Qualified Partners to Accelerate Growth in our Markets

Sales Collaboration
- Sales Kick-Off
- QBRs
- Sales Team Events
- Org62 Group
- First-Call Deck
- Power of Us Hub - A Dedicated channel to our customers

Marketing
- Partner Badge & Kit
- Demand Gen Virtual Events & Marketing Campaigns
- Partner Summit
- Website Recognition
- Social Media Recognition
- GTM Plans

Training & Enablement
- Product Roadmaps
- Virtual Product Bootcamps
- Monthly Partner Network Webinars
- Early Access to Salesforce.org Pilots
- Certification Vouchers
### Consulting Partner Benefits

<table>
<thead>
<tr>
<th>Sales Collaboration</th>
<th>REGISTERED</th>
<th>IMPACT</th>
<th>PREMIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>AE visibility with Partner, Story and Sales Play Finders</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Internal Salesforce.org Chatter Group in Org62</td>
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<td>✓</td>
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<tr>
<td>Logo in Sales First Call Deck</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to Submit Solutions for Partner Playbooks</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Deal Support with Partner Account Manager</td>
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<tr>
<td>Invitation to Regional Salesforce.org Sales Kickoffs (Limit 2 Staff)</td>
<td></td>
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<table>
<thead>
<tr>
<th>Marketing &amp; Events</th>
<th>REGISTERED</th>
<th>IMPACT</th>
<th>PREMIUM</th>
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<tbody>
<tr>
<td>Salesforce.org Partner Badge, Marketing Kit &amp; Logo on Website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity for Co-Branded Thought Leadership</td>
<td>Eligible</td>
<td>Eligible</td>
<td>Eligible</td>
</tr>
<tr>
<td>Co-Hosted Demand Generation Events &amp; Campaigns</td>
<td>Eligible</td>
<td>Eligible</td>
<td>Eligible</td>
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<tr>
<td>Access to Marketing Co-Funding Opportunities*</td>
<td>Eligible</td>
<td>Eligible</td>
<td>Eligible</td>
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<td>Salesforce.org Partner Summit Tickets (Regional Summits for In-Region Partners)</td>
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<td>1</td>
<td>2</td>
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<tr>
<td>Attendance, Sponsorship &amp; Speaking Opportunities at Salesforce.org Virtual &amp; In-Person Events**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Social Media on the Salesforce.org Partner Accounts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</table>

<table>
<thead>
<tr>
<th>Training &amp; Enablement</th>
<th>REGISTERED</th>
<th>IMPACT</th>
<th>PREMIUM</th>
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</thead>
<tbody>
<tr>
<td>Access to Monthly Network Webinars</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to Roadmaps and Product Enablement Webinars, Trainings and Announcements</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Salesforce.org Product Certification Vouchers (Nonprofit &amp; Education Cloud Consultant)</td>
<td>2</td>
<td>4</td>
<td>8</td>
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<tr>
<td>Early Access to Salesforce.org Pilots, Betas, Training Roundtables, &amp; Announcements</td>
<td>Eligible</td>
<td>Eligible</td>
<td>Eligible</td>
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<tr>
<td>Access to Monthly Salesforce.org Partner Newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Guaranteed Response to Salesforce.org Cases through the Partner Community</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Opportunity to Participate in Partner Advisory Board, Pending Approved Application</td>
<td>Eligible</td>
<td>Eligible</td>
<td>2 Delegates Guaranteed</td>
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</table>

*Co-funded marketing events and campaigns available. Full plan coming early FY22.
**Additional benefits to be announced based on opportunities that become available, e.g. Salesforce-led events and Dreamforce
Additional Benefits Focused on Driving Equality

**Equality Benefits**
Additional Benefits for Partners who are Committed to Driving Diversity, Equity & Inclusion in the Ecosystem

**Incubator Benefits**
Additional Benefits for Smaller Firms Owned or Led by Underrepresented Minorities or Individuals from Underrepresented Groups
Equality Benefits

Additional Benefits for Partners who are Committed to Driving Diversity, Equity & Inclusion in the Ecosystem

Benefits:
- Five additional certification vouchers
- Additional pass to Partner Summit for a future diverse leader
- Promotion on website as a partner dedicated to driving equality
- Equality Badge to highlight partners’ dedication
- Additional seat on the Equality Committee of the Partner Advisory Board
- Additional Equality-focused marketing opportunities as they become available (e.g. customer stories, social posts, blog posts, speaking engagements, etc.)

To Be Eligible, Partners Must:
- Take the 1% Pledge
- Work with at least one Workforce Development Group or participate in the Salesforce Talent Alliance**
- Take the no-cost “Cultivate Equality at Work” Trail on Salesforce Trailhead: Here
- Have an active plan in place to drive diversity within their own organization (can be a presentation, an informal write up, a web page, a blog post, etc).

Once You’re in the Partner Network, You Can Apply By:
- Emailing SFDOPartners@salesforce.com with the subject line “Equality Benefits” to let us know you meet eligibility criteria. Please share your plan to drive diversity within your own organization (can be a presentation, an informal write up, a web page, a blog post, etc).

*List of Workforce Development Groups here
**If you have questions about the Talent Alliance, email talentalliance@salesforce.com
Incubator Benefits*

Additional Benefits for Smaller Firms Owned by Underrepresented Minorities (URM) or a Member of an Underrepresented Group (URG)**

Benefits:
- Dedicated forum for connecting with other URM or URG-led firms
- Five additional certification vouchers
- Additional pass to Partner Summit for a future diverse leader
- Access to desired training upon request (e.g. Executive Coaching)
- Waived Salesforce.org Partner Network Fee

To Be Eligible, Partners Must:
- Be owned or led by an individual who identifies as a URM or URG
- Be a Salesforce.org Equality Partner
- Meet the requirements for the Registered Partner Tier (2+ Salesforce Consultant Certifications; 1+ Industry Certification; 2+ Projects with a 4/5 CSAT score)

How to Apply:
- Email SFDOPartners@salesforce.com with the subject line “Incubator Benefits” to let us know you meet eligibility criteria to apply, including that you meet eligibility criteria for the Equality Benefits on Slide 11. We will respond with any additional questions about your application.

*Available in AMER Region only

**Defined as: Underrepresented Minorities (URM) refers to ethnic or racial groups whose population is disproportionate to the population in society. In the U.S., we are referring to Black, Latinx, Native American, Native Hawaiian and Other Pacific Islander, and Multiracial employees. Underrepresented groups (URG) refers to Women, Black, Latinx, Indigenous, Multiracial, LGBTQ+ individuals, People with Disabilities, and Veterans).
2021 Eligibility Requirements

<table>
<thead>
<tr>
<th>Partner Type</th>
<th>Certifications**</th>
<th>Industry Certifications***</th>
<th>Projects (Last 18 months with total CSAT &gt;4/5 ††</th>
<th>Joint Go-To-Market Plan</th>
<th>SFDC Partner</th>
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<tbody>
<tr>
<td>Consulting Partner</td>
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<tr>
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<td>1+</td>
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<tr>
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<tr>
<td>Premium*</td>
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<td>Digital Agencies</td>
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<tr>
<td>Registered</td>
<td>2+</td>
<td>1+</td>
<td>2+</td>
<td>✓</td>
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<td>Impact</td>
<td>7+</td>
<td>2+</td>
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<td></td>
</tr>
<tr>
<td>Premium*</td>
<td>15+</td>
<td>5+</td>
<td>5+</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

How to Apply to be a Premium Partner for FY22: Email SFDOPartners@salesforce.com with the subject line “Premium Partner Application” to let us know you want to partner with us at the Premium Tier and our team will reach out with Next Steps.

*Premium Partners will be accepted based upon an Application Process to identify joint Go-To-Market goals.
**Certifications include Nonprofit Cloud Consultant, Education Cloud Consultant, Sales Cloud Consultant, Service Cloud Consultant, Platform Developer I, Community Cloud Consultant, Marketing Cloud Consultant, Pardot Consultant, B2C Commerce Cloud Developer
***Industry Certifications include Education Cloud Consultant and Nonprofit Cloud Consultant
††Partners operating only in EMEA, LACA, and APAC are exempt from the timebound requirement under Projects (meaning total Salesforce.org projects will be counted).
†††Speciality Certifications include Marketing Cloud Consultant, Marketing Cloud Developer, Pardot Consultant, B2C Commerce Cloud Developer
2021 Consulting Partner Commitments

Salesforce.org Partners are viewed as experts in the Nonprofit & Education industries. We ask that you keep this commitment to the ecosystem by sharing your success stories, developing thought leadership and helping us to drive equality.

Registered Tier
Publish 1 Thought Leadership asset per Year*
Publish 1 Customer Success Story per Year**
Attend 1+ Equality Training or Workshop per Year
Take the Salesforce.org Partner Onboarding Courses in Partner Learning Camp (here and here)

Impact Tier
Publish 1 Thought Leadership asset per Half*
Publish 1 Customer Success Story per Half**
2+ People Attend Salesforce.org Trainings (Live or Virtual)
Earn at least one Navigator Product Specialization (Specialist I, Specialist II, or Expert) in either Nonprofit or Education in FY22
Attend 1+ Equality Training or Workshop per Year
Take the Salesforce.org Partner Onboarding Courses in Partner Learning Camp (here and here)

Premium Tier
Complete at least 1 Partner Solution for Partner Playbook
Publish 1 Thought Leadership asset and 1 Customer Success Story per Quarter**
5+ People Attend Salesforce.org Trainings (Live or Virtual)
Earn at least one Navigator Product Specialization (Specialist I, Specialist II, or Expert) in either Nonprofit or Education in FY22
Attend 1+ Equality Training or Workshop per Year
Take the Salesforce.org Partner Onboarding Courses in Partner Learning Camp (here and here)

*Thought Leadership assets may include: Blog, Case Study, Webinar, E-Book, Whitepaper, Podcast, or Video related to Salesforce.org Products or Ecosystem that is shared on your channels and alerted to the Alliances team
**Customer Success Stories must be entered into the Story Submission form
Consulting Partner Tiers - What’s the Right Fit?

Registered Partner Tier
The Registered package is designed for partners that are interested in basic co-branding benefits such as being listed on our website, the Partner Badge, and access to marketing and event kits. This level is largely “self-serve” - you want access to Partner Communications, Webinars, and the Power of Us Hub, but are self-managing your relationships with the Sales teams and have a referral network growing your business at just the right pace for your team.

Impact Partner Tier
The Impact package of benefits is designed for partners that want increased access to the Sales and Marketing teams, and with that access can further forge relationships. In addition to the Registered benefits, you get to use your Chatter group on Org62 to highlight your expertise internally and collaborate with Sales on Accounts, leverage the Alliances team to connect your content and thought leadership across Salesforce.org for deeper channel exposure, and have additional opportunities to share your firm’s expertise and elevate your customers’ successes.

Premium Partner Tier
The Premium package of benefits is ideal for partners that are growing their businesses rapidly. Your executives want to attend our Sales Kick-Off (Known as “DKO” in FY22), work closely with the Alliances team to coordinate & build deep relationships with the Sales teams, and develop a joint go-to-market plan to be in lockstep with Salesforce.org on deals, marketing, and events.
Key Dates

- **December 10th**: Partner Network Launches
- **January 5th**: Enrollment Opens for All Partners
- **February 1st**: Deadline for Premium Partners to Enroll to Participate in DKO
- **March 1st**: Deadline for Current Partners to Re-Enroll
- **April 1st**: Deadline for New Partners To Enroll

*Enrollment deadline does not apply for EMEA Region*
Next Steps

1. Review the Prospectus [Here](#).
2. Current and interested partners will receive an email in late December with next steps for joining the Salesforce.org Partner Network.
3. If you have not expressed interest yet, but would like to join, fill out this form [here](#).
4. We will begin receiving contracts on Tuesday, January 5th.
Thank You

Questions? Email SFDOPartners@salesforce.com
Q: What is the Salesforce.org Partner Network?
A: The Salesforce.org Partner Network is a go-to-market framework of benefits for our partners dedicated to the Nonprofit, Higher Education, & K-12 markets. The benefit packages include events, marketing, collaboration with our leadership and sales teams, and enablement so partners can choose the level that is right for their go-to-market strategy. All partner levels are required to be a partner in good standing with Salesforce.com at the Registered level or above.

Q: What is the duration of the Salesforce.org Partner Network?
A: The Salesforce.org Partner Network runs on our fiscal calendar. Benefits for the 2021 calendar year are valid for our FY22, from February 1st, 2021, to January 31st, 2022.

Q: How can I stay up-to-date on Salesforce.org’s plans and communications to partners.
A: Be sure to join & subscribe to the Partner Central group in the Power of Us Hub. Also, make sure Alliances knows who your best POCs are for Sales, Marketing, and Events.

Q: How do I ask the Alliances team a question?
A: You can post all your questions to the Power of Us Hub Partner Groups. The best groups to follow and ask questions in are Partner Central (benefit & go-to-market questions), Partner Success Forum (technical & product questions), & Partner Marketing Resources.
Q: How do I ask a question to Alliances outside of the Hub?
A: Login to the Partner Community and submit a case, which will direct your question to the appropriate Alliances team member. If you are not yet a Salesforce partner, you can send an email to sfdopartners@salesforce.com.

Q: What is the “joint mutual plan” referenced in the Eligibility Requirements?
A: Salesforce.org Alliances and Sales Leaders will be collaborating closely this year in identifying our joint plans with each of our top partners for go-to-market. We will be working with our partners to set ACV Goals which connect to your consultancies yearly revenue goals.

Q: Can I upgrade my Salesforce.org partner benefit package later? Can I downgrade my package?
A: Yes, you can upgrade if you meet the qualifications of the level. This will be reviewed on a case-by-case basis depending on the remaining benefits of the year and determined by the Alliances team. Unfortunately, we cannot accept downgrade requests. There is no refund of fees paid or committed to via contract.

Q: Is there an enrollment period to sign-up for the Salesforce.org Partner Network?
A: The FY21 Benefits Packages are open for re-enrollment (by existing Salesforce.org Partners) from December 2021 - March 1, 2021. New partner sign-ups are accepted January 2021 - April 1, 2021.
Q: Is there a limit to the number of partners at each level?
A: No

Q: What is the Partner Summit?
A: The Partner Summit is a once-yearly event designed to provide our partners a collaborative environment where we can share appropriate strategic roadmaps and collaborate on our go-to-market activities.

Q: What are the Salesforce.org Partner Webinars?
A: FY22 Partner Webinars will have a brief agenda and/or topics of discussion to start, followed by open Q&A. They will pertain to the go-to-market activities outlined in the benefit packages, unless otherwise noted. Guest speakers may be invited on various topics related to best practices and Salesforce products, which will still be business and marketing-oriented and not technical discussions.

Q: What are Partner-Led Events?
A: The Alliances team will support partners in demand generation events to bring new customers to the platform, potentially including content, staff, and budgetary support, on a case by case basis.

Q: What will be the partner involvement in Distribution Kick-Off (DKO)?
A: Premium partners will be invited to bring up to 2 team members and participate in as much as possible at DKO to deepen the relationships with our sales teams and strategize together on the coming year. We do reserve the right for sensitive sessions to be exclusive to internal Salesforce.org employees.