

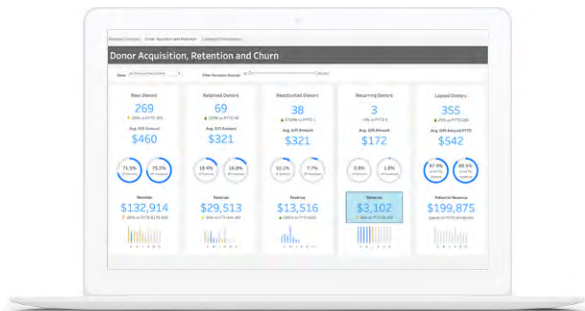


Nonprofit Cloud

Find Success in Your New Normal with the Salesforce.org Spring '21 Release



One Integrated Platform to Become Digital-first

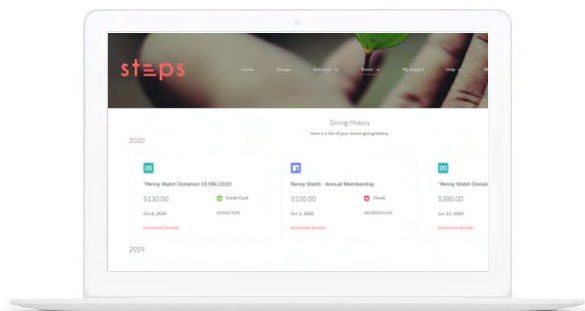


Analytics and Intelligence

What Is Analytics & Intelligence? Drive analytics, visualizations and intelligence. Use out of the box reports and dashboards in NPSF, Tableau, Tableau CRM and Einstein to understand data, visualize impact in and outside of your organization, ultimately allowing teams to make more intelligent, data-informed decisions.

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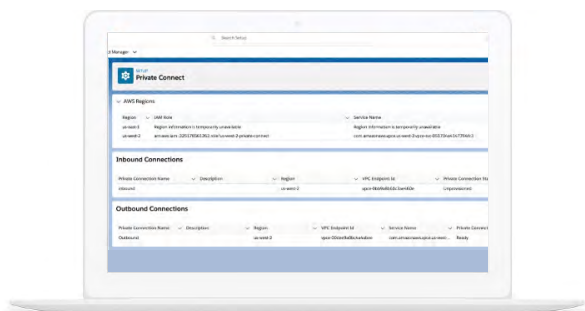
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Experience Cloud for Nonprofits

What Is Experience Cloud for Nonprofits? Put donors in the driver seat by streamlining self-service with Experience Cloud. Fundraisers can create branded donor portals, while donors can login and view their giving history, update their contact information, and even donate quickly and securely. Coming in April.

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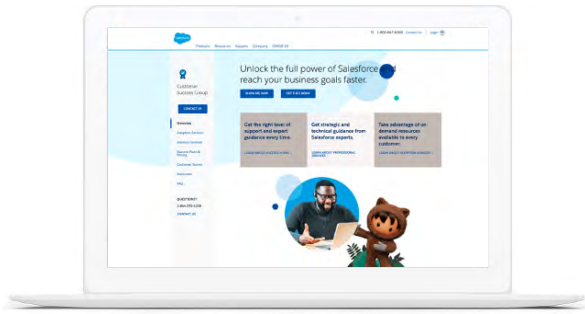


Data Management

What Is Data Management? Easily manage, archive, enrich and act on Salesforce and non-Salesforce data across your organization with best in class partners like Amazon. Use PrivateConnect to securely connect AWS and Salesforce.

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Premier Success Enhancements

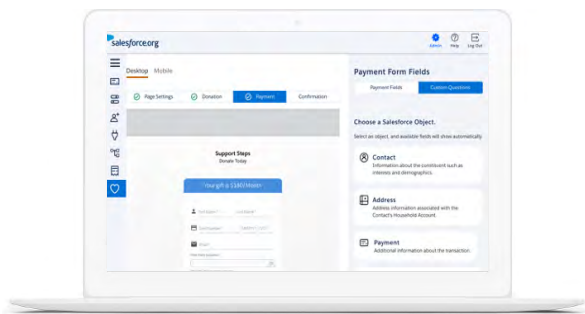
What are Premier Success Enhancements? These services enhancements help organizations realize time to value, include enhanced Chat Support, onboarding and implementation services, training updates, and much more.

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Fundraising

Create donor-centric experiences



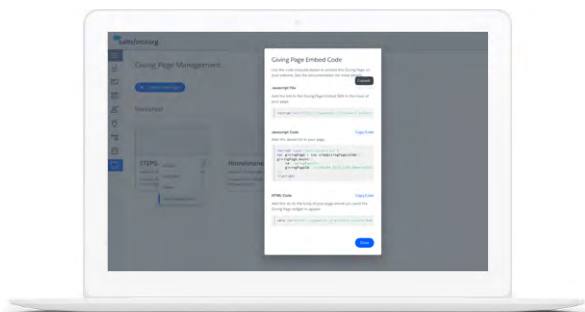
Custom Fields in Elevate Giving Pages

What is Elevate? Elevate is a fully integrated solution for fundraising, consisting of Giving Pages, which are easy to set up, and Payment Services, which includes a multi-gateway solution that connects to the Nonprofit Success Pack (NPSP).

What's New? Capture any data directly from your supporters on donation pages, now fully integrated for future stewardship opportunities inside NPSP. Easily add Custom Fields to Giving Pages that collect and write data directly to standard and custom objects and fields in Salesforce. Coming in April.

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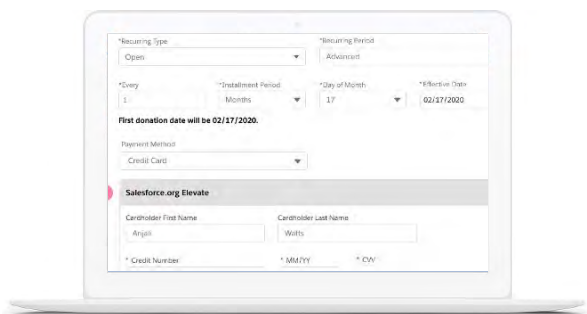
Embeddable Donation Widget for Elevate Giving Pages

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

What's New? Provide donors with a frictionless and fully branded donation experience by embedding Giving Pages on your website with a few lines of HTML and Javascript.

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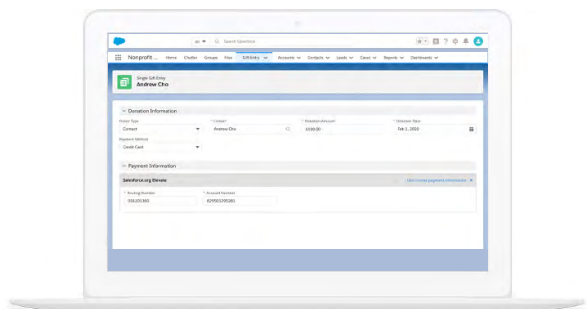
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Create Elevate Recurring Gift Payments in the Nonprofit Success Pack (NPSP)

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

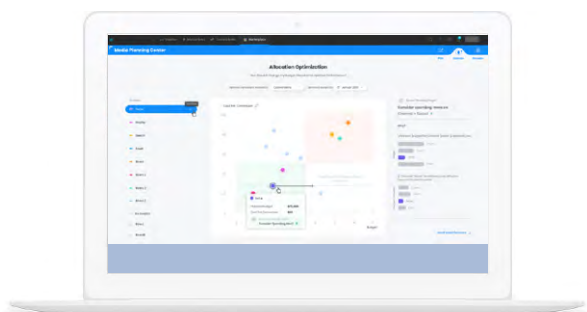
What's New? Seamless integration with Elevate. Better manage all your recurring donations in NPSP with Elevate. Fundraisers can now enter credit card recurring donations in NPSP and import recurring donations in bulk via Elevate.

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ACH Payment Method in Gift Entry

What is Gift Entry? Gift Entry is 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.

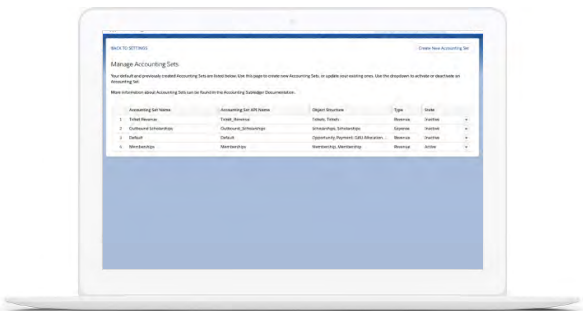
What's New? Streamline gift and payment processing by processing ACH transactions directly within NPSP's Gift Entry. NPSP users now have the ability to process one-time ACH/direct debit gifts directly in NPSP via Elevate.

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Nonprofit Success Pack Getting Started Experience

What is the Getting Started Experience? Faster and more intuitive NPSP onboarding for admins that helps them evaluate the NPSP feature set and how it meets their needs.

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Accounting Subledger Accounting Set Enhancements

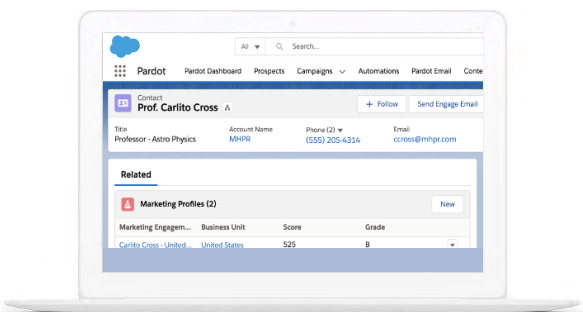
What is Accounting Subledger? Accounting Subledger is a product that prepares your fundraising information for your accounting system.

What's New? Allow users more flexibility in generating ledger entries and open up the ability to track various types of revenue activity. Recognize any object as the source of accounting information. Connect all revenue and expense transactions within Salesforce (not just Fundraising).

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Marketing & Engagement

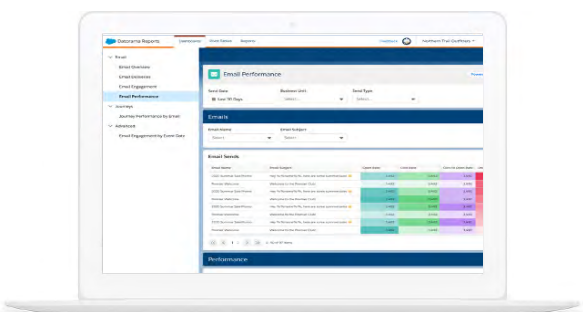
Find and Engage Lifelong Supporters



Pardot: Leads & Contacts Across Business Units

What is Pardot? Pardot is a marketing automation tool built to create meaningful connections, generate more pipeline, and empower teams to raise more funds.

What's New? View data from each team across your entire organization. Nonprofits can get a complete picture of how their supporters are engaging with marketing across the entire organization. With the Pardot custom object integrations, it is also possible to automate and segment supporters based on their engagement with other business units.

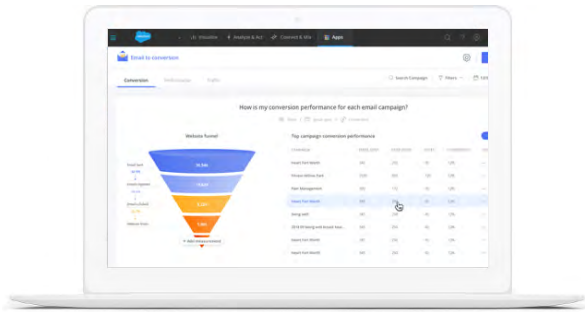
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Datorama Reports in Marketing Cloud

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

What's New? Access a powerful new marketing intelligence and data analytics experience by leveraging marketing intelligence from Datorama and the analytics layer for Marketing Cloud. Automatically integrate and map granular messaging data, and additionally, prepare it for analysis via out-of-the box dashboards, scheduled reports, and pivot tables to explore your data.

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Datorama Email to Web Conversion App

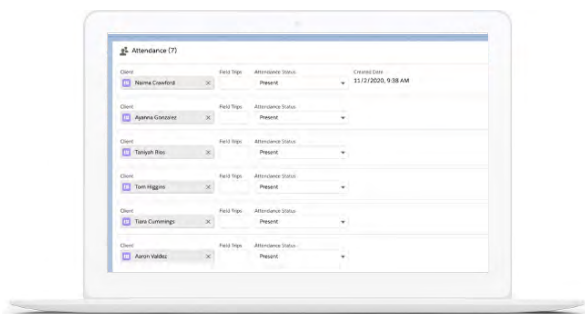
What is Datorama? Datorama is a real-time data visualization tool aggregating channel and campaign performance in real-time.

What's New? Provide actionable in-email capabilities. The Email to Web Conversion app provides a self-service, intuitive installation process to help harmonize email campaigns with web analytics data coming from Google Analytics. The app creates an out-of-the-box collection with an app page, and with a dashboard page that can be customized to every need.

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Program Management

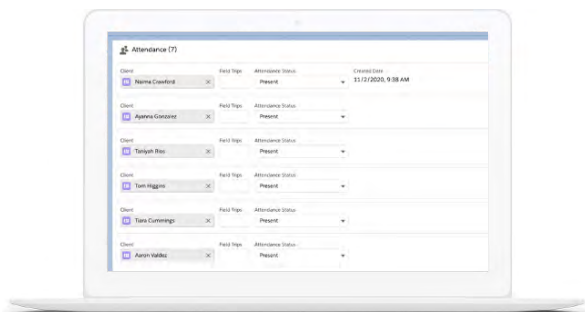
Increase staff capacity to deliver vital programs



Attendance Tracking

What is Program Management Module? Program Management Module provides a standard framework for nonprofits to organize and manage their program data in Salesforce regardless of volume or complexity. (Innovation also available in Nonprofit Cloud Case Management.)

What's New? Eliminate the tedious, line by line, manual entry that often goes along with capturing attendance for individuals or groups of program participants. Verify attendance after group services to quickly track which program participants or clients attended services through a streamlined tracker which is pre-populated for efficiency.

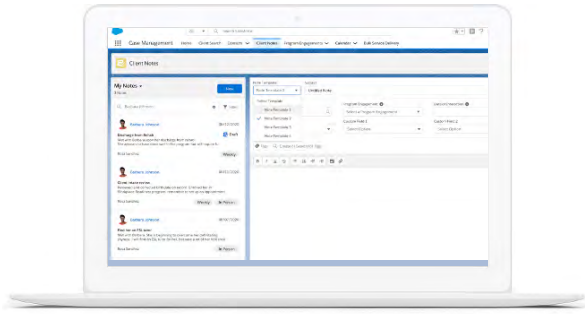
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Attendance Reporting

What is Program Management Module? Program Management Module provides a standard framework for nonprofits to organize and manage their program data in Salesforce regardless of volume or complexity. (Innovation also available in Nonprofit Cloud Case Management.)

What's New? Identify program participants or clients that are at risk or may need additional support in a timely fashion by aggregating attendance data. Use pre-built reports that aggregate group services attendance data to easily view key metrics.

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Nonprofit Cloud Case Management Notes Template

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

What's New? Maintain consistent data when capturing notes with templates that prompt the Case Manager for the same information based on the unique program. Templates that differ program by program for case managers to choose from.

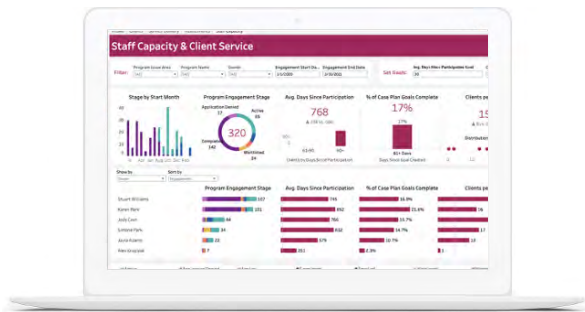
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Tableau Dashboards for Nonprofit Program Management

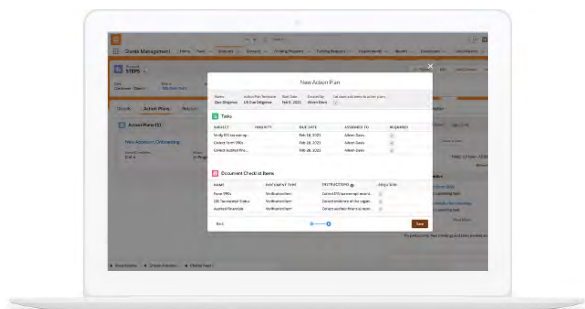
What is Tableau Dashboards for Nonprofit Program Management?

Unlock the power of service delivery data. Help program management teams visualize success with out of the box Tableau dashboards built to help organizations of all sizes visualize program impact.

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Grants Management

Simplify and Accelerate Grantmaking

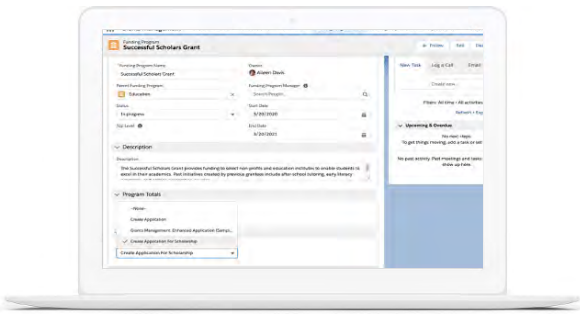


Due Diligence Framework

What is Grants Management? Grants Management is a product that helps grantmakers streamline their processes to get critical funding out to their communities quickly.

What's New? Save valuable time by streamlining due diligence processes and easily viewing historical data about grantseekers. This feature allows grantmakers to define common lists of due diligence verification items and apply them to account records to track verifications and store historical records.

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Application Management

What is Grants Management? Grants Management is a product that helps grantmakers streamline their processes to get critical funding out to their communities quickly.

What's New? Accelerate publishing multiple grant applications by adding more flexibility with applications. Grantmakers gain additional functionality to build more complex application configurations and workflows, including the ability to tie applications to multiple funding programs.

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