

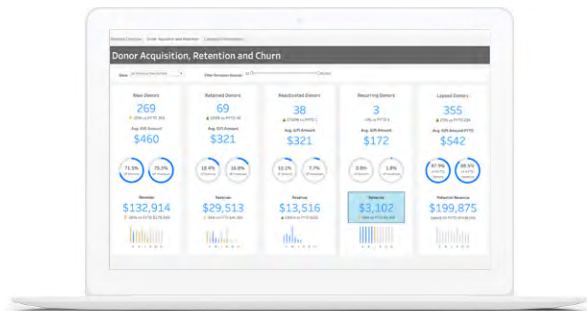


# Nonprofit Cloud

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

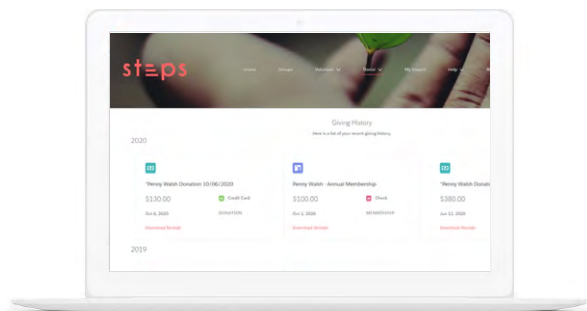


## One Integrated Platform to Become Digital-first



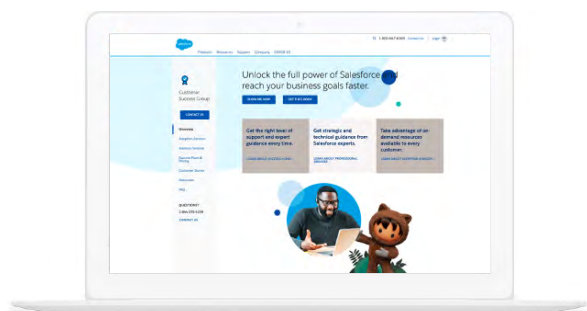
## Analytics and Intelligence

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

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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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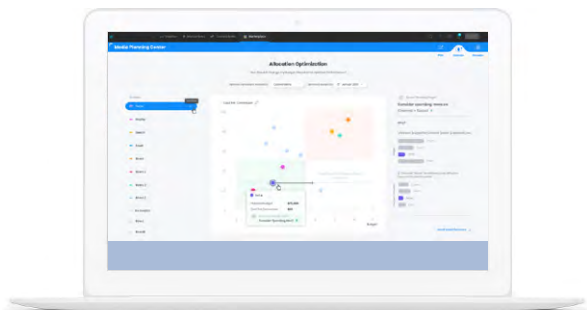
## Premier Success Enhancements

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

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# Fundraising

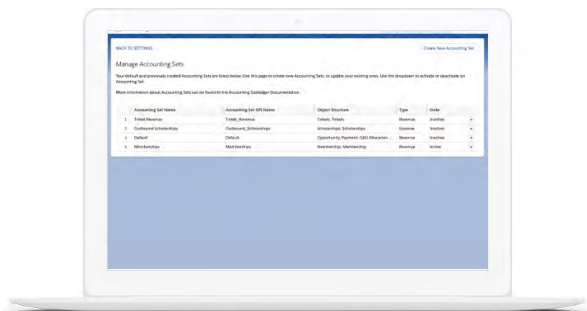
Create donor-centric experiences



## 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.

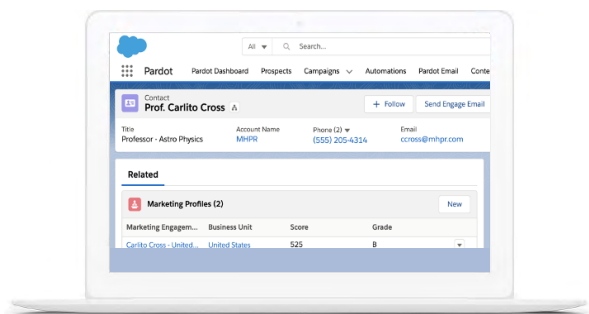
**What's New?** Allow users more flexibility in generating ledger entries and open up the ability to track various types of revenue activity. Recognize any object as the source of accounting information. Connect all revenue and expense transactions within Salesforce (not just Fundraising).

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## Marketing & Engagement

Find and Engage Lifelong Supporters



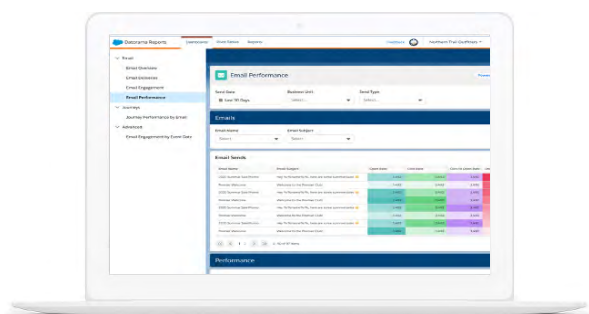
### Pardot: Leads & Contacts Across Business Units

**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 organisation. Nonprofits can get a complete picture of how their supporters are engaging with marketing across the entire organisation. 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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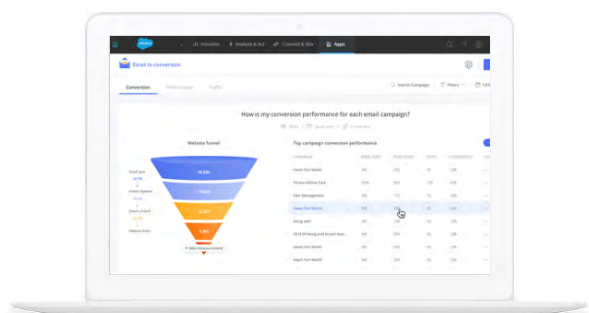
### Datorama Reports in Marketing Cloud

**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.

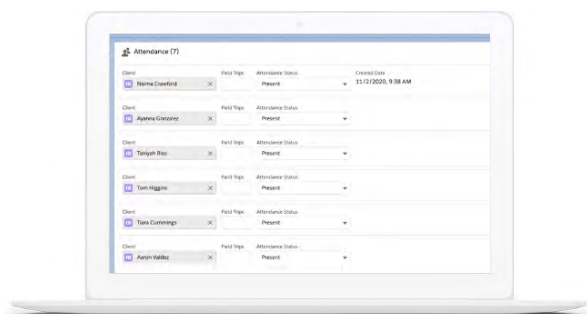
**What's New?** Provide actionable in-email capabilities. The Email to Web Conversion app provides a self-service, intuitive installation process to help harmonize email campaigns with web analytics data coming from Google Analytics. The app creates an out-of-the-box collection with an app page, and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

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# Program Management

Increase staff capacity to deliver vital programs



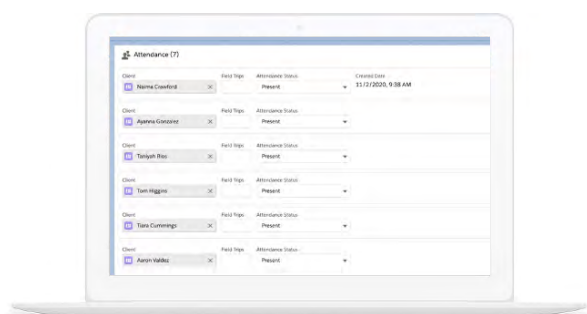
## Attendance Tracking

**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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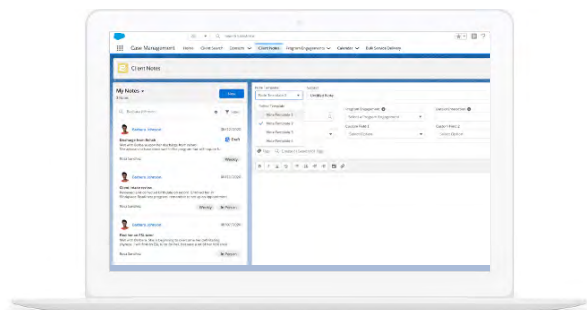
## Attendance Reporting

**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

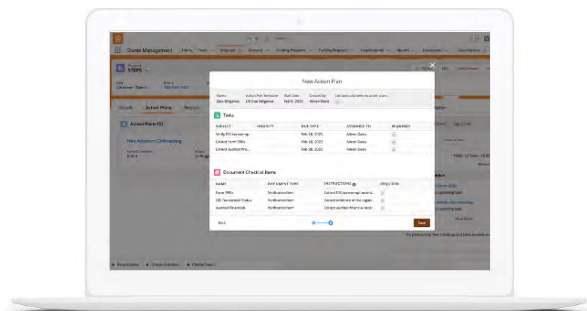
### What is Tableau Dashboards for Nonprofit Program Management?

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

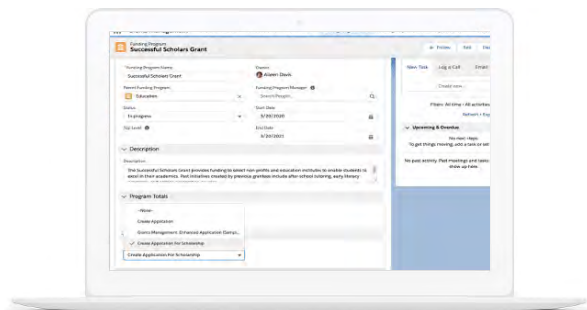
Simplify and Accelerate Grantmaking



## 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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