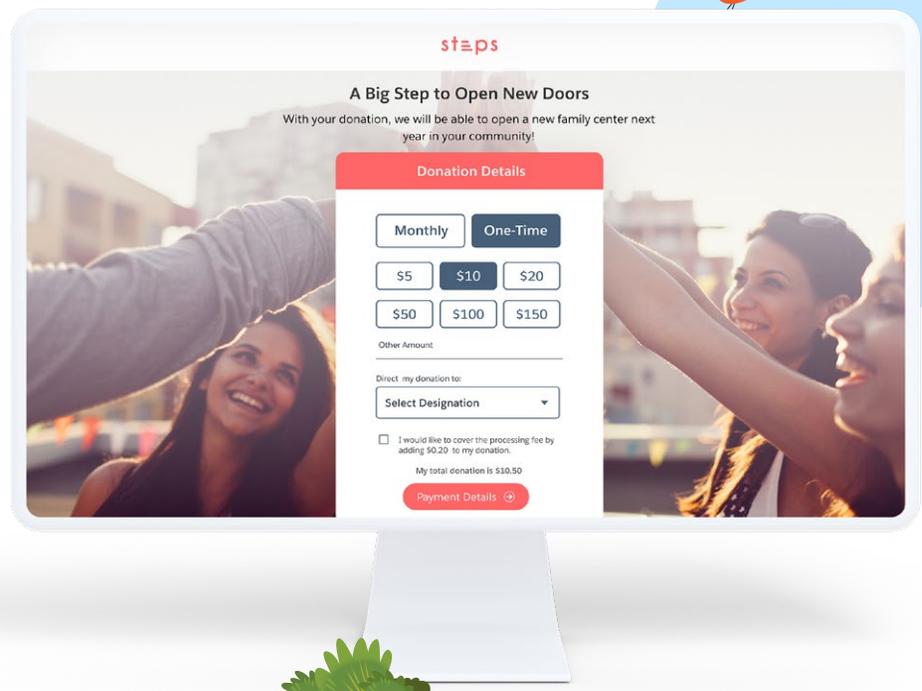


# Giving Pages

with Salesforce.org Elevate

Nonprofits looking for a seamless way to collect donations online can now use an out-of-the-box form instead of creating one from scratch. Giving Pages are feature-rich webpages that allow your organization to accept donations and raise more. You can create as many Giving Pages as you like – quickly and easily – and style them to conform to your online presence. Giving Pages are included in Salesforce.org Elevate, a suite of products designed to simplify, strengthen, and streamline fundraising efforts for nonprofits and education institutions.

With a robust feature set and full integration with Salesforce's CRM and Salesforce.org Payment Services, Giving Pages provide nonprofit customers and schools with unmatched ease and convenience, as well as a smooth, engaging experience for donors.



*With Giving Pages, your donors can select the fund they want to give to and opt to cover processing fees.*

## Features



### Dynamic Ask Ladders

Set pages to display ask ladders based on a donor's prior giving history (dynamic) and set a default amount for each page.



### Customizable Ask Ladders

Customize the amount for each ask and the number of asks in the ladder; adjust the frequency of recurrences; make the recurring gifts option appear by default; and add descriptions to each ask amount.



### One-Time and Recurring Gifts

Donors can choose to give a one-time donation or a monthly donation, using any of the payment options available to them.



### Donor Cover

Donors can opt to add a percentage to their donation to cover processing fees.



### Fund Designation

Allow donors to allocate their donation to specific funds within your organization.

## Features Continued



### Full Integration and Visibility

Each fund ties to a campaign ID in Salesforce, and each gift is associated with the corresponding general accounting unit, or GAU, in Salesforce.



### Branding Capabilities

Organizations can add their own logos and colors as well as an image to ensure a consistent user experience.



### Custom Fields

Add custom fields to capture any data directly from your supporters on donation pages that fully integrate directly to standard and custom objects and fields in the Nonprofit Success Pack (NPSP) for future stewardship.



### Google Analytics

Push source code tracking into Elevate, so UTM codes can flow into Google Analytics. Use hidden fields to track campaign effectiveness in NPSP.



### Form Field Population

Prepopulate fields on Giving Pages using a marketing tool that integrates with Salesforce for improved conversion.



### Custom Domain

Create a custom domain to host your Giving Pages from your organization's URL.



### Embeddable Donation Widget

Giving Pages can be embedded into your organization's website using just a few lines of HTML and JavaScript.



### Native Mobile

Giving Pages are designed for a mobile interface and scaled up for the desktop, offering a consistent, predictable experience on any device.



### Fraud Prevention

Giving Pages are PCI-DSS Level 1-compliant as well as both GDPR- and CCPA-compliant. This prevents online fraud while ensuring legitimate donations process successfully.



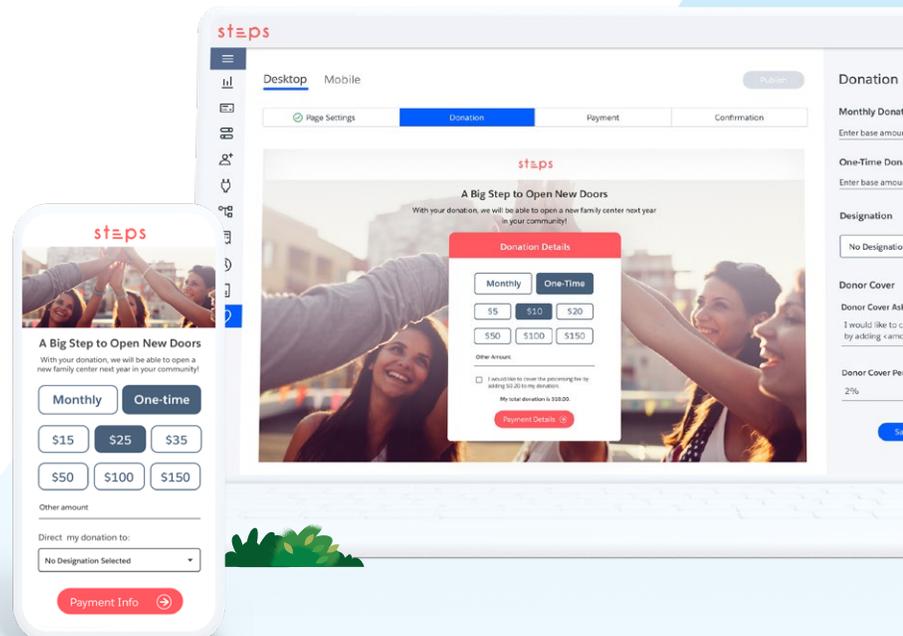
### Automatic Receipts

All donors who give through a Giving Page can receive an automatically generated receipt.

The donor's experience with Giving Pages is concise, offering all these features in a single interface. Donors can see their unique ask ladder, starting with an amount that most closely matches their giving history. They can opt to give an amount not shown on the ask ladder, choose where to designate the funds, and check the box to cover the processing fee, which automatically calculates and displays their total. Users get an equally smooth experience on a mobile device.

*Mobile: Giving Pages are mobile-ready out of the box, so donors can give anywhere, anytime.*

*Desktop: Create and launch branded Giving Pages easily in minutes.*

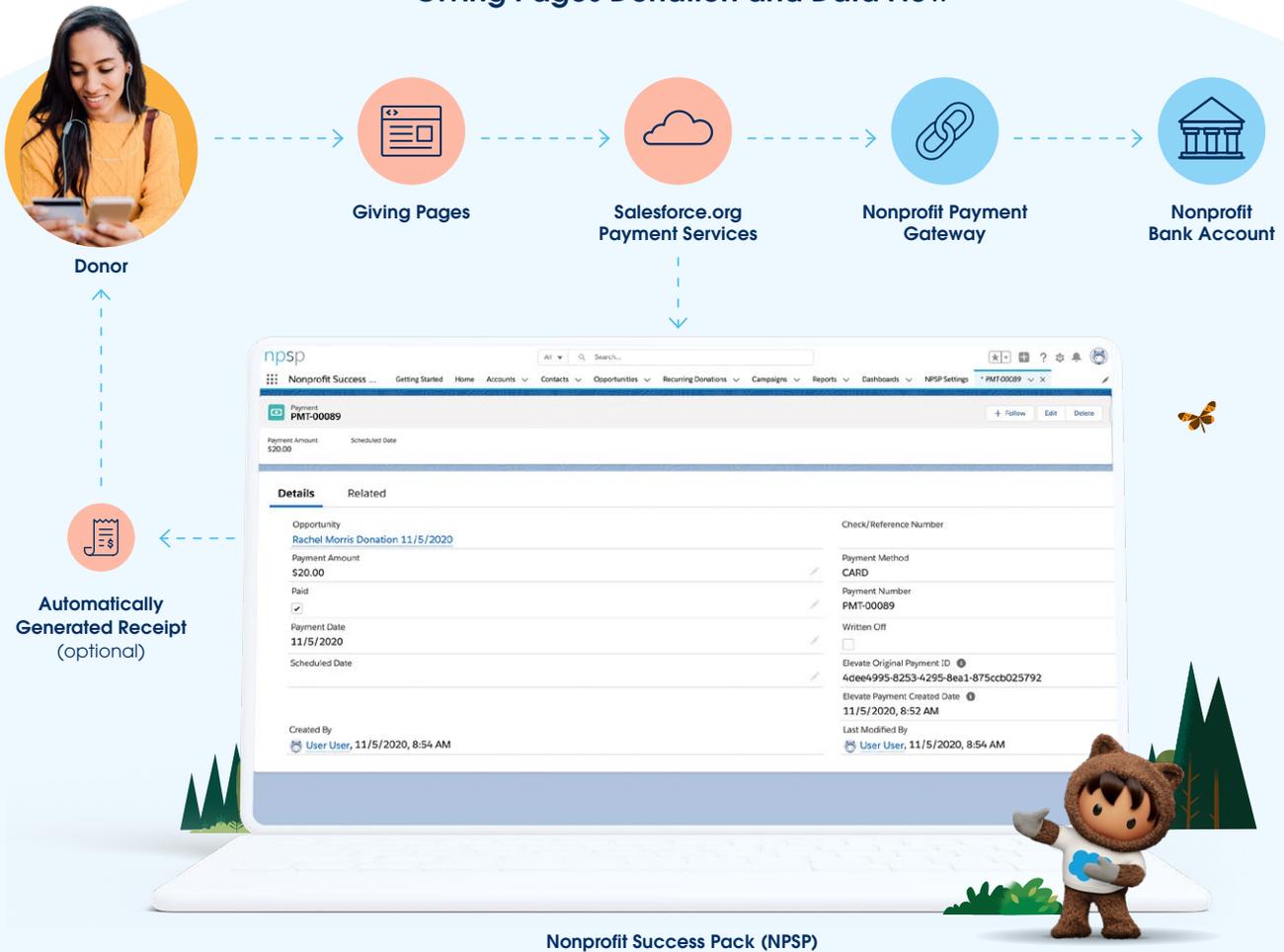


# Full Integration

In addition to being easy to set up, Giving Pages make other processes easy, too. Because they are fully integrated into your tech stack, donor and donation data flows from the page through Payment Services and into Salesforce, which means you're more equipped than ever to know your donors and engage with them through the right channels, with the right message.

*Payments from Elevate automatically flow into NPSP, so you can look to Salesforce CRM as your single source of truth.*

## Giving Pages Donation and Data Flow



Salesforce.org Elevate

### GET IN TOUCH

Visit us at [www.salesforce.org/contact-us](http://www.salesforce.org/contact-us) or call 1-800-667-6389 to learn more.

### About Salesforce.org

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