

 [salesforce.org](https://www.salesforce.org)

# Salesforce.org Partners

## 2022 Benefits Guide



# Welcome Salesforce.org Partners

We are thrilled to continue our commitment to Salesforce.org Partners' success for the 8th 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.

This year, we've improved benefits to help partners of all types, sizes and geographies drive customer success and grow their business. There are four core principles 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 Salesforce.org Partner, you will have access to resources that will help you and your firm grow deeper technical expertise, nurture leaders and teamwork within your organizations, drive equality, 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 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 Rose  
Salesforce.org Global Alliances

# Three Tiers of Benefits

Benefits for Qualified Partners to Accelerate Growth in Nonprofit & Education Industries



## Registered Benefits

This *self-serve* package includes access to training & enablement, marketing resources, partner badges and the Salesforce.org Partner-only groups in the Partner Community, at a low investment cost.



## Impact Benefits

Designed for partners looking to grow their business through *increased access* to Sales Teams & marketing, but can execute themselves, at a medium investment cost.



## Premium Benefits

Ideal for partners in rapid growth desiring *hand-in-hand* sales, marketing and demand generation activities, that can invest both time and funds at a higher level to see results.

# Salesforce.org Partner Benefits

	REGISTERED \$500	IMPACT \$5,000	PREMIUM \$10,000
<b>Sales Collaboration</b>			
Access to Sales Enablement Materials - <a href="#">NEW</a>	✓	✓	✓
AE visibility with Partner, Story and Sales Play Finders	✓	✓	✓
Salesforce.org Slack Channel		✓	✓
Logo in Sales First Call Deck		✓	✓
Opportunity to Submit Solutions for Partner Playbooks	✓	✓	✓
Designated Alliances Director			✓
Invitation to Salesforce.org Distribution Kickoff (Limit 2 Staff)*			✓
<b>Marketing &amp; Events</b>			
Salesforce.org Partner Badge	✓	✓	✓
Access to Partner Marketing Kit - <a href="#">NEW</a>	✓	✓	✓
Eligible for Demand Generation Activities	Eligible	Eligible	Eligible
Eligible for Go-To-Market Complements (AMER & APAC) - <a href="#">NEW</a>	Eligible	Eligible	Eligible
Salesforce.org Partner Summit Tickets (Regional Summits for In-Region Partners)	Discounted	1	1
Sponsorship & Speaking Opportunities at Salesforce.org Events*	Eligible	Eligible	Eligible
Social Media on the Salesforce.org Partner Accounts	✓	✓	✓
<b>Training &amp; Enablement</b>			
Access to Monthly Webinars, Newsletters & Office Hours - <a href="#">NEW</a>	✓	✓	✓
Access to Live Roadmap Reviews, Product Enablement Webinars & Trainings	✓	✓	✓
Free Product Certification Vouchers (Nonprofit & Education Cloud Consultant)	2	4	8
Early Access to Salesforce.org Pilots & Betas	Eligible	Eligible	Eligible
Guaranteed Response to Salesforce.org Business & Operations-Related Cases Through Salesforce Help	✓	✓	✓
Partner Advisory Board Eligibility	Eligible	Eligible	2

\*For Salesforce.org-hosted events. Additional benefits to be announced based on opportunities that become available, e.g. Industry Summits, Dreamforce. Sponsorship opportunities for Salesforce.org programs & events will be offered in order of Partner Benefit Tier.

# Eligibility Requirements

Partner Type	Certifications*	Industry Certifications**	Projects (Last 18 months with total CSAT >4/5 †)	ACV Requirement††	SFDC Partner
Consulting Partner					
Registered	2+	1+	2+	n/a	✓
Impact	7+	2+	5+	>\$100,000	✓
Premium	15+	5+	5+	>\$500,000	✓
Digital Agencies		Speciality Certifications†††			
Registered	2+	1+	2+	n/a	✓
Impact	7+	2+	5+	>\$100,000	✓
Premium	15+	5+	5+	>\$500,000	✓

\*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, LATAM and APAC are exempt from the timebound requirement under Projects (meaning total Salesforce.org projects will be counted)

††ACV requirement includes EDU and NGO ACV for FY22 (2021). No ACV requirements for APAC and LATAM regions. EMEA region ACV requirements will apply to core countries. Work with the EMEA team to determine your ACV requirements

†††Speciality Certifications include Marketing Cloud Consultant, Marketing Cloud Developer, Pardot Consultant, B2C Commerce Cloud Developer

# Salesforce.org 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 thought leadership, showing your expertise and helping us drive equity.

- ❑ Publish 1 thought leadership asset per year\*
- ❑ Attend 1+ DEI training or workshop per year\*\*
- ❑ Maintain at least one Navigator Product Specialization (Specialist I, Specialist II, or Expert) in either Nonprofit or Education
- ❑ Complete at least 1 Partner Solution for Partner Playbook (Premium Partners only)

\*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

\*\*Minimum of one representative per company. Can be any type of training; does not have to be hosted by Salesforce

# Diversity, Equity & Inclusion in Everything We Do

We strive to build a diverse, equitable and inclusive global partner ecosystem that reflects the communities where our partners and customers live and do business. While there is more work to be done, we'd like to offer options for Partners to join us on this journey.



## Equality Partners

Additional benefits for Partners who are **committed to driving Diversity, Equity & Inclusion in the ecosystem**. Current Equality Partners do *not* need to re-apply in FY23



## Incubator Program

A cohort of **firms owned or led by underrepresented minorities or individuals from underrepresented groups** who are working closely with Salesforce.org stakeholders to reach bespoke goals



## Equality Partner Advisory Board

Committee on the **Salesforce.org Partner Advisory Board** focused on driving Diversity, Equity & Inclusion in the Salesforce Ecosystem



## Content & Programming

Salesforce.org will offer optional **educational sessions** intended to drive discussions focused on taking action. We ask that all partners attend at least 1 DEI session or training per year as part of their Partner Commitments

[Apply Here](#)

# Key Dates

November  
1st



2022 Salesforce.org  
Partner Benefits  
Announced



December  
1st



Enrollment Opens for  
All Partners

January  
31st



Deadline for  
Premium Partners  
to Enroll to  
Participate in DKO

March  
31st



Deadline for Partners  
to Enroll

# FAQ

Other Questions? Email [SFDOPartners@salesforce.com](mailto:SFDOPartners@salesforce.com)

# Salesforce.org Partners – FAQ

**Q: What does it mean to be a Salesforce.org Partner?**

A: Salesforce.org Partners are qualified partners who receive a set of benefits focused on driving impact and accelerating growth in the Nonprofit & Education Industries. The benefits include enablement, marketing and collaboration with our leadership and sales teams. 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.

**Q: Do I have to re-enroll as a Salesforce.org Partner every year?**

A: Yes, partners must re-enroll each year. Benefits for the 2022 fiscal year are valid from February 1, 2022 to January 31, 2023.

**Q: Is there an enrollment period to sign up to be a Salesforce.org Partner?**

A: Yes, enrollment is from December 1, 2021 - March 31, 2022.

**Q: Is there a limit to the number of partners at each level?**

A: No

**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.

# Salesforce.org Partners – FAQ

**Q: How can I stay up-to-date on Salesforce.org’s plans and communications to partners?**

A: Be sure to join our [monthly Partner Webinar](#), and join the [Salesforce.org Partner Group](#) in the Partner Community. Lastly, make sure Alliances knows your best POCs by completing [this form](#).

**Q: How do I ask the Alliances team a question?**

A: Submit a case in the Help Community or email [sfdopartners@salesforce.com](mailto:sfdopartners@salesforce.com).

**Q: Where can I access my Partner Badge?**

A: Your partner badges can be downloaded [here](#).

**Q: What are the Salesforce.org Partner Webinars?**

A: 2022 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.



# Salesforce.org Partners – FAQ

**Q: If I am a Partner in one market, does that mean I am the same tier in another industry or other geographies?**

A: No. All partners must qualify into each level for the industries they want to collaborate with us, in each region. For example, you may qualify and join as a Premium Partner in AMER Nonprofit, but you would have to separately qualify for AMER Education, and you may qualify for a different tier, e.g. Impact or Registered. The same is true if you are active across Salesforce.org's markets AMER, EMEA, APAC, and LATAM - Each Industry, Geography, and Tier has to be qualified into (this does not include ACV requirements).

**Q: If I am a Partner in more than 1 market, do I have to pay the fee twice?**

A: No. You only pay 1 fee, which is the fee for the highest tier you sign up for. For example, if you sign up for Premium in AMER and Impact in APAC, you would only pay the highest fee, which would be Premium AMER.

**Q: I am already an Equality Partner. Do I need to re-apply?**

A: No, Equality Partners do not need to re-apply. Your status will remain the same.



# Salesforce.org Partners – FAQ

## **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 innovate as a community, share appropriate strategic roadmaps and collaborate on our go-to-market activities.

## **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.

## **Q: How do I use my Slack Channel?**

A: Slack Channels are given to Premium and Impact partners. Slack Channels can be used to collaborate with the Alliances Team directly, share updates & promotional announcements from your firm, or to invite AEs and other Salesforce.org team members to collaborate.

## **Q: What if a Salesforce.org event is cancelled?**

Benefits as outlined in this guide are available as long as the Salesforce.org event is taking place. If an event is cancelled, we cannot honor that commitment.

