

Strategies for **Maximizing Fundraising** with Salesforce

Program Participants

241

237

Benefit Disbursements

Previous Year

25,465

Year to Date

5,798

Month to Date

2,572



The Nonprofit Success Pack (NPSP) transforms Salesforce into a constituent management system tailored for fundraising.

Over 47,000 nonprofits use NPSP to improve their fundraising strategies.

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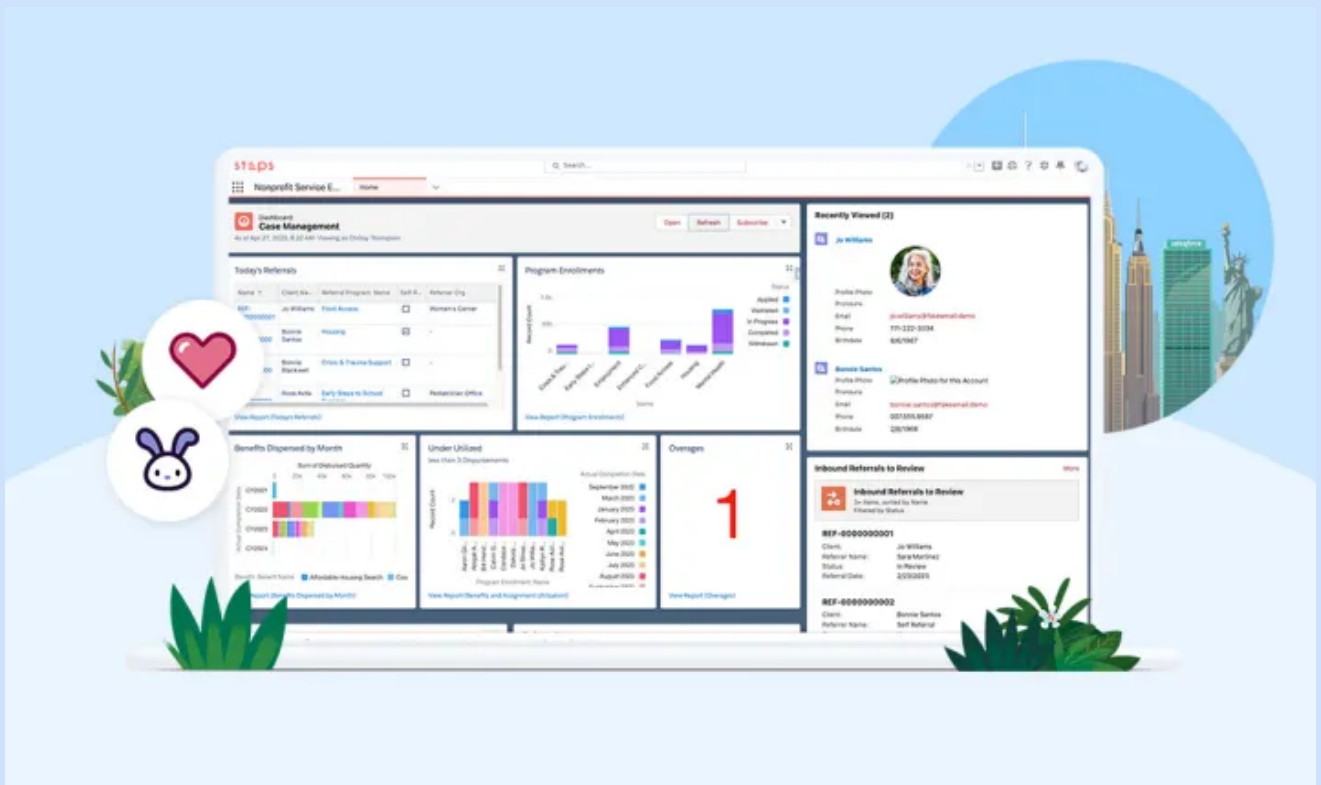
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Introduction



Welcome to our comprehensive guide on
Maximizing Fundraising with Salesforce.

Welcome to "Maximizing Fundraising with Salesforce: A Guide for Nonprofits." This eBook is designed to help nonprofit organizations understand how Salesforce's powerful tools can enhance their fundraising efforts.

Whether you are new to Salesforce or looking to optimize your existing setup, this guide will provide valuable insights and practical tips on leveraging the Nonprofit Success Pack (NPSP) and Nonprofit Cloud.

Impact of Nonprofit Success Pack (NPSP) for Fundraising

01

Introduction to Salesforce for Fundraising

The NPSP and Nonprofit Cloud provide comprehensive solutions to manage donor relationships, streamline operations, and boost fundraising revenue.

Over 47,000 nonprofits use Salesforce to boost fundraising revenue by up to 40%.

Info@dgt27.com

02

Our Role as a Salesforce Consulting Partner

As a Salesforce consulting partner, we help nonprofits maximize these tools. **Our clients have seen a 25% increase in donor retention and a 30% reduction in administrative costs, enabling them to achieve their fundraising goals more effectively.**

Key Fundraising Features in NPSP

NPSP (Nonprofit Success Pack) provides essential tools for effective fundraising. Here are three key features:



Donation Management

Easily track and manage one-time and recurring donations. NPSP automates data entry, ensuring accuracy and saving time for your team.



Recurring Donations

Set up and manage recurring donations effortlessly. This feature helps build a reliable revenue stream, improving financial stability for your nonprofit.



Campaign Tracking

Monitor and analyze fundraising campaigns across multiple channels. NPSP supports online, offline, and event-based fundraising, creating a unified strategy that boosts overall donations.

Nonprofit Cloud for Fundraising

01 Boosting Constituent Engagement

Nonprofit Cloud significantly boosts constituent engagement, with organizations reporting a 31% increase. This heightened engagement helps build lasting relationships and a sense of community among supporters.

02 Enhancing Donor Retention

Nonprofit Cloud also improves donor retention rates by 28%, leading to more consistent funding and a stronger donor base. This enables organizations to sustain and expand their programs and services.

Nonprofit Cloud enhances fundraising capabilities with advanced tools for donor engagement, campaign management, and marketing. By leveraging these tools, organizations can streamline their fundraising processes and improve their overall efficiency.

Boosting Donor Retention with Salesforce

36%

Increase in Donor Retention Rates. Tracking interactions with donors is simplified, allowing organizations to keep detailed records of every touchpoint. This comprehensive tracking helps in understanding donor behavior and preferences, enabling nonprofits to foster deeper connections.

28%

Improvement in Donor Engagement. Automation of follow-ups ensures that no opportunity is missed, streamlining the process of donor engagement. This efficiency leads to a noticeable improvement in donor engagement for nonprofits using Salesforce.

42%

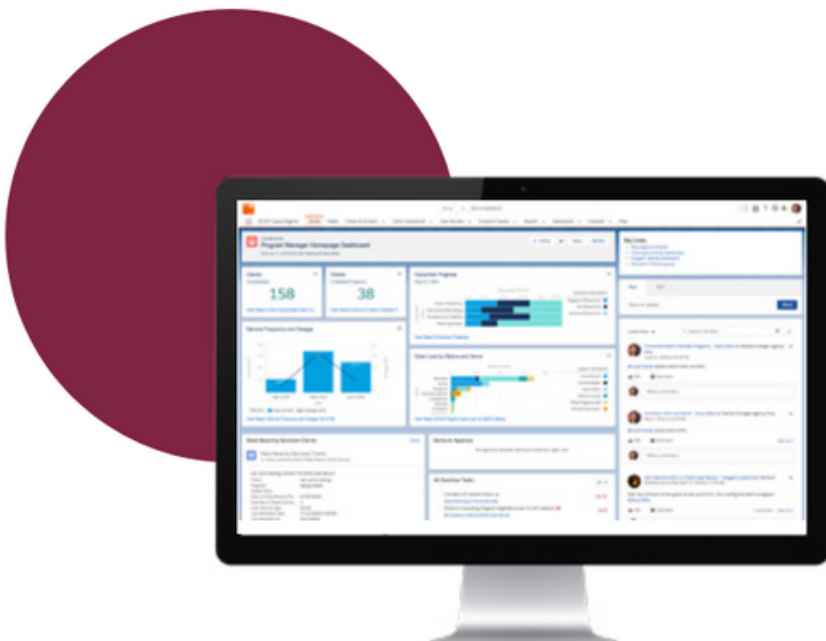
Increase in Overall Fundraising Efficiency. Automation of follow-ups ensures that no opportunity is missed, streamlining the process of donor engagement. This efficiency leads to a noticeable improvement in donor engagement for nonprofits using Salesforce.

Campaign Management & Fundraising Automation

Salesforce's campaign management tools enable nonprofits to create, track, and analyze fundraising campaigns effectively. With automation features, tasks such as donor communication, pledge reminders, and donation processing are streamlined.

This increased efficiency results in a 30% boost in campaign effectiveness.

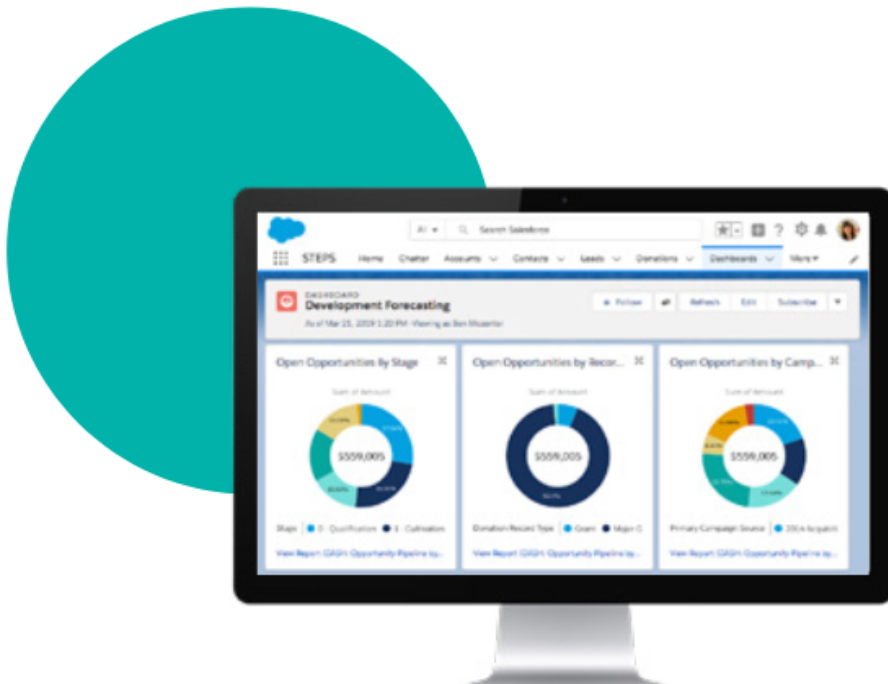
Additionally, nonprofits experience a 20% reduction in administrative costs allowing them to allocate more resources towards their core missions.



Online Fundraising Tools

Salesforce offers robust online fundraising tools, including customizable donation forms, peer-to-peer fundraising, and integration with payment processors.

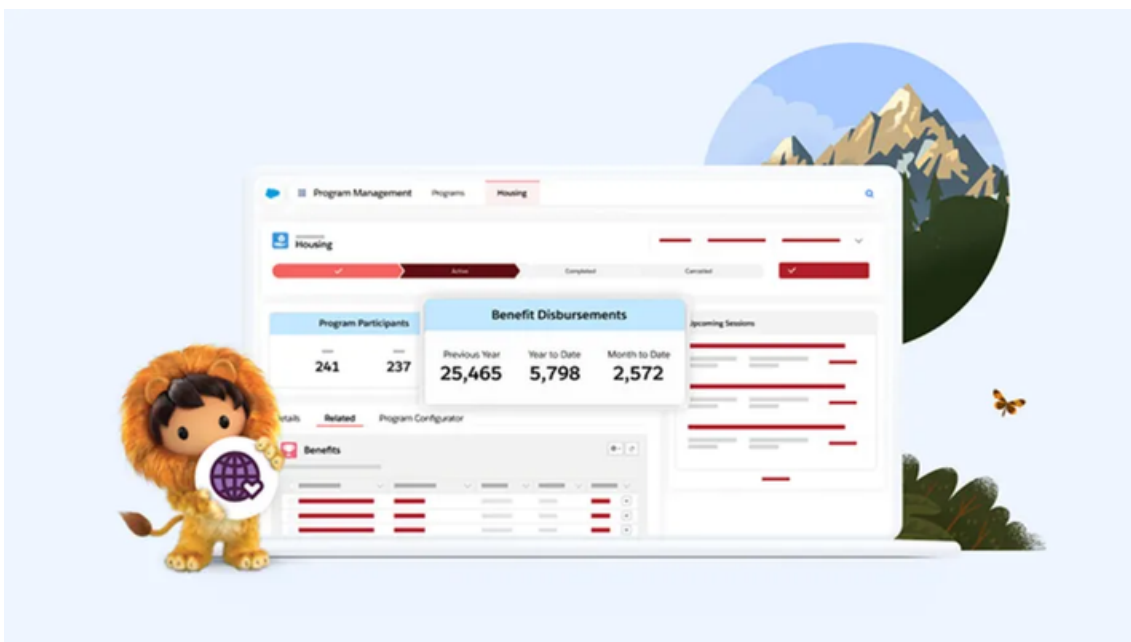
These tools make it easy for donors to give online and for nonprofits to track and manage online donations. Organizations using these tools see a significant increase in online giving.



Enhancing Donor Relationships with Data Insights

Salesforce provides powerful analytics and reporting tools to help nonprofits understand donor behavior and preferences. By leveraging data insights, organizations can tailor their outreach and engagement strategies.

This data-driven approach leads to a 29% increase in donor satisfaction and loyalty.



Reporting and Measuring Fundraising Impact

With Salesforce, nonprofits can create custom reports and dashboards to measure key fundraising metrics. Real-time data access allows organizations to track fundraising progress, identify trends, and make informed decisions.

Accurate reporting helps demonstrate impact to stakeholders and improve transparency, leading to a 25% increase in donor trust. Additionally, nonprofits can see a 15% improvement in fundraising efficiency due to better data-driven decision-making.



How We Can Help Your Fundraising Efforts

We are an Official Salesforce Partner with 15 Years of Proven Expertise in Salesforce Consulting for 350+ Delighted Clients.

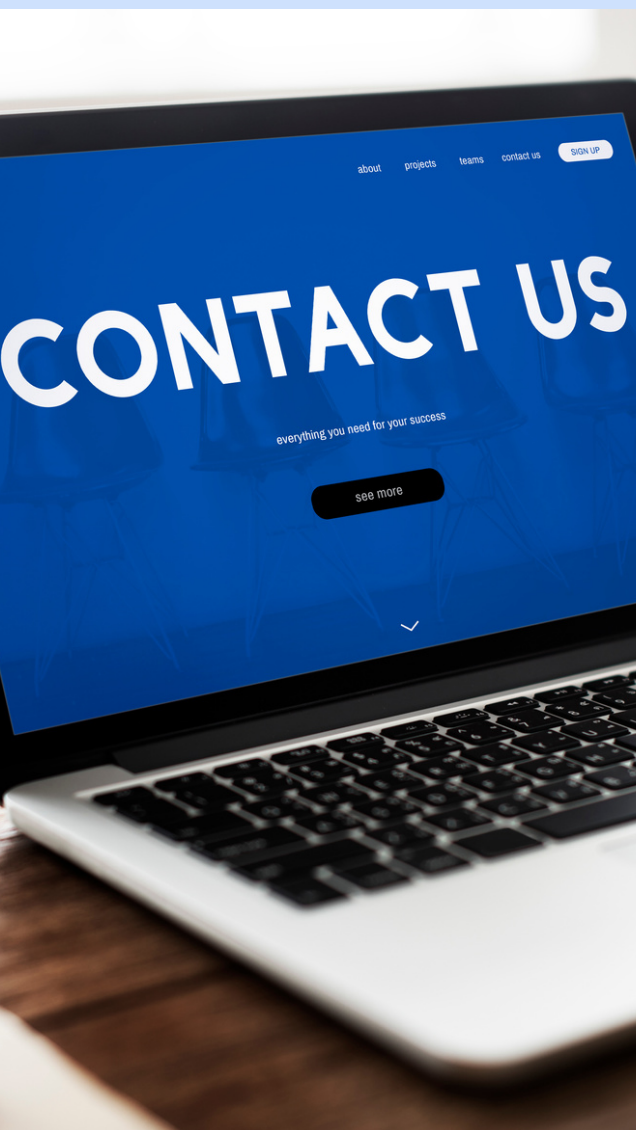


As a Salesforce consulting partner, we specialize in implementing and optimizing Salesforce solutions for fundraising.

We offer tailored solutions, training, and ongoing support to ensure your nonprofit maximizes its fundraising potential with Salesforce.

Contact us to learn how we can help you achieve your fundraising goals.

Contact Information



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