

2024

How Salesforce Can Help

salesforce

Building Donor Trust

Through Effective Donation Management



With 41% of respondents in our poll identifying **accurate donation tracking** as the most crucial factor in building trust.

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Introduction



Objective

Introduce the importance of donor trust in nonprofit fundraising and engagement, emphasizing the role technology plays in building and maintaining that trust.

Key Points

- Trust is a cornerstone of successful donor relationships.
- **With 41% of respondents in your poll identifying accurate donation tracking as the most crucial factor in building trust, nonprofits must implement reliable systems.**
- Salesforce NPSP and Nonprofit Cloud provide nonprofits with the tools to strengthen donor trust through transparency, automation, and data accuracy.

"84% of donors say that trust is the most important factor when deciding whether to donate to a nonprofit."

Accurate Donation Tracking

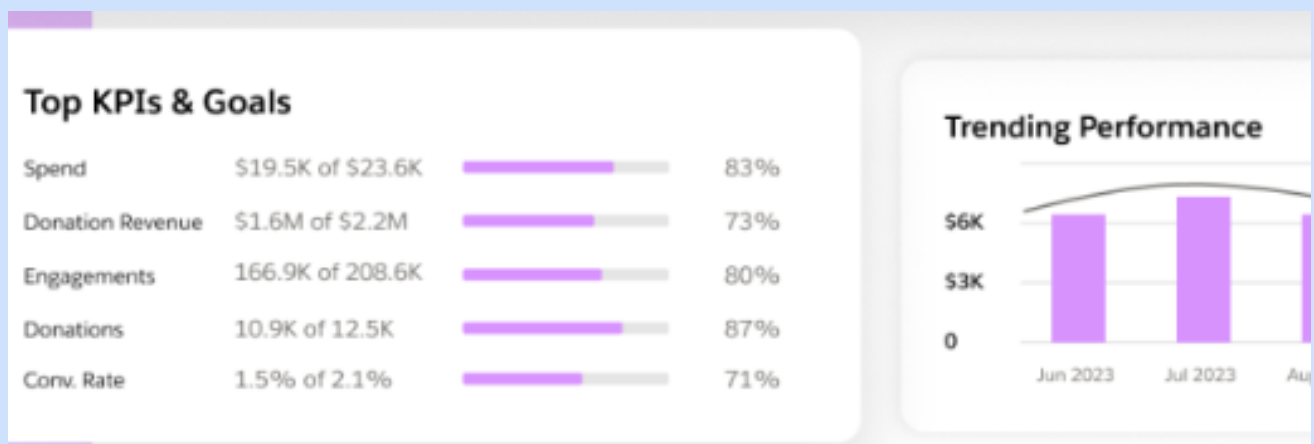


Key Points

- **Accurate donation tracking is vital for transparency and accountability, helping nonprofits build credibility with donors.**
- Salesforce NPSP offers automated gift entry, ensuring precise recording and tracking of every donation.
- It also supports deduplication and multi-channel donation tracking, reducing human error.

“Nonprofits using Salesforce report a 20% reduction in manual data entry errors, enhancing the accuracy of their donation records.”

Real-Time Reporting Tools



Key Points

- Real-time reporting allows nonprofits to show donors the immediate impact of their contributions.
- **Salesforce's Nonprofit Cloud Dashboards enable nonprofits to generate real-time reports on donation progress, campaign performance, and donor engagement.**
- Transparency in reporting increases donor confidence and encourages recurring donations.

"Nonprofits that use real-time reporting tools experience a 25% increase in donor retention, due to greater transparency."

Donor Portals for Transparency

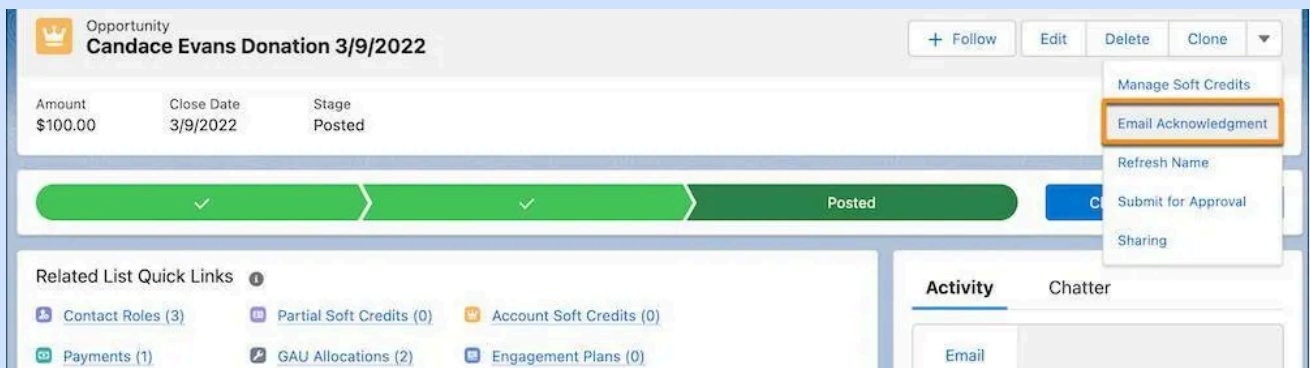
Frequency	Payment Method	Status	First Donation	Final Donation	Most Recent D...	Next Donation	Last Modified
Yearly	Credit Card, *11...	Active	7/20/2022			7/20/2023	7/21/2022
Monthly on the...		Active	7/19/2022		7/26/2022	8/19/2022	7/21/2022
Monthly on the...	Credit Card, *11...	Active	7/19/2022			8/19/2022	7/21/2022
Monthly on the...	ACH, *5678	Active	7/19/2022			8/19/2022	7/20/2022
Monthly on the...	Credit Card, *11...	Active	7/19/2022			8/19/2022	7/20/2022

Key Points

- **Donor portals empower donors by giving them access to their giving history, ensuring transparency in donation management.**
- Salesforce Nonprofit Cloud's Donor Portal allows donors to manage their information, view donation history, and update their payment preferences.
- This fosters trust by ensuring donors are always informed.

"Organizations with donor portals report a 30% higher satisfaction rate among donors who appreciate having real-time access to their giving information."

Automated Acknowledgments & Communications



Key Points

- Timely and personalized acknowledgment is crucial for building donor trust and loyalty.
- **Salesforce NPSP automates acknowledgments with customizable email templates, ensuring donors receive immediate, personalized thank-you notes.**
- Automation not only saves time but also ensures no donor goes unrecognized.

"Nonprofits that send timely, automated acknowledgments see a 40% improvement in donor retention."

Leveraging Salesforce NPSP for Major Donor Engagement

 Report: Tasks and Events Engagement Plan Tasks Open tasks and their assigned users that are related to Engagement Plans							
Total Records							
4							
☐ Assigned ↑ ▾	Contact ↑ ▾	Company / Account ▾	Subject ▾	Date ↑ ▾	Priority ▾	Status ▾	
☐ Michael Aviran (4)	Lucy Sadeghin (4)	Sadeghin Household	Request feedback and survey	11/14/2019	Normal	Not Started	
		Sadeghin Household	Mail event starter pack	11/20/2019	Normal	Not Started	
		Sadeghin Household	Email encouragement	11/27/2019	Normal	Not Started	
		Sadeghin Household	Check-in	12/13/2019	Normal	Not Started	

Key Points

- Managing major donors requires robust tools to track interactions, contributions, and engagement efforts.
- **Salesforce NPSP offers Moves Management, a feature that helps nonprofits track donor cultivation stages and improve major donor stewardship.**

"Nonprofits using Salesforce NPSP for major donor management see a 15% increase in major gift acquisition."

Data Security and Privacy

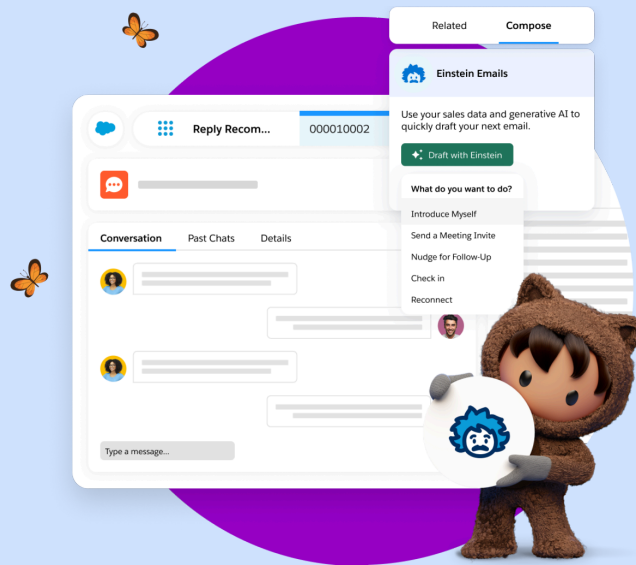


Key Points

- **Data security is essential for donor trust. With increasing concerns about data breaches, nonprofits must demonstrate that donor information is secure.**
- Salesforce offers enterprise-level security features, such as two-factor authentication and data encryption, to protect donor information.

"80% of donors are more likely to donate to nonprofits that clearly communicate their data protection policies."

Maximizing Donor Insights with Salesforce



Key Points

- **Salesforce NPSP allows nonprofits to track and analyze donor behaviors, preferences, and giving patterns.**
- With tools like AI-powered Einstein Analytics, nonprofits can segment their donor base, predict giving behaviors, and personalize outreach to build stronger relationships.

"Nonprofits using AI for donor insights and engagement see a 27% increase in donor lifetime value."

Build Donor Trust with Salesforce



Salesforce Nonprofit Cloud and NPSP provide the tools needed to boost transparency, communication, and donor engagement, essential for building trust.

By leveraging features like real-time reporting, automated communications, and secure donation tracking, nonprofits can strengthen relationships with donors and improve retention.

At dgt27, we're here to help you harness Salesforce's capabilities to enhance donor trust and drive your mission forward. Let's explore how we can transform your donor engagement strategies for greater impact.

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