

2024

Over 47,000 nonprofits use Salesforce

salesforce

Essential Auxiliary Systems for Nonprofits:

Maximizing Impact Through Salesforce Integration



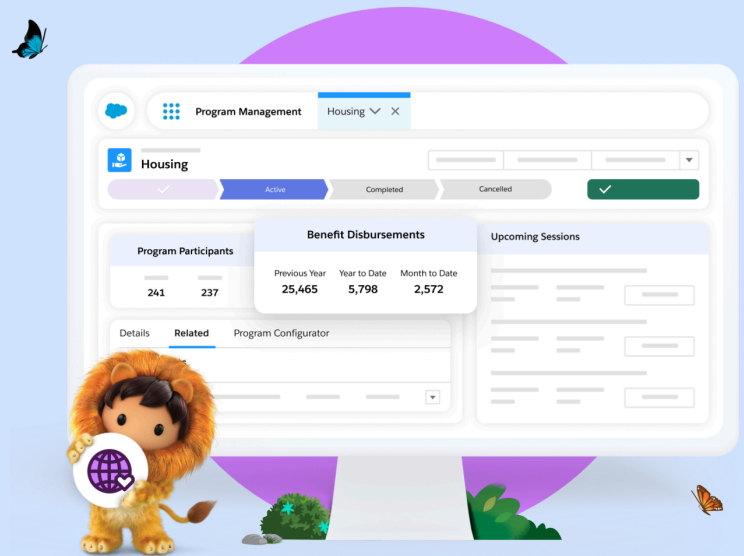
Organizations that integrate their systems with Salesforce see an average **25% increase in productivity.**

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Introduction to Salesforce and Nonprofits

Salesforce is a game-changer for nonprofits, providing tools to streamline operations, improve donor relations, and boost fundraising efforts. With its Nonprofit Success Pack (NPSP) and Nonprofit Cloud, Salesforce offers tailored solutions for managing donor information, program outcomes, and more.



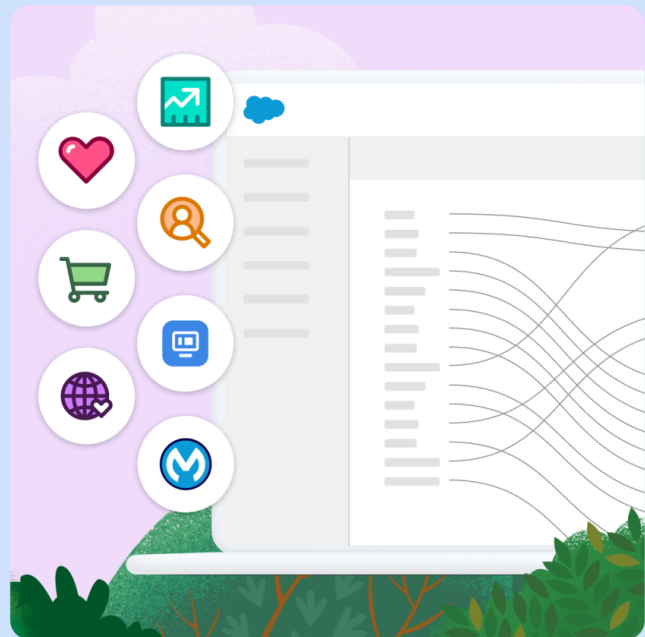
Key Benefits of Salesforce for Nonprofits:

- Centralized donor and volunteer management
- Real-time data reporting for strategic decisions
- Increased operational efficiency

"Over 47,000 nonprofits use Salesforce to manage their operations."

Why Integration Matters for Nonprofits

Nonprofits face challenges such as data silos, manual processes, and inconsistent reporting. Salesforce integrations solve these problems by connecting all essential systems, creating a unified platform that reduces administrative burden and enhances decision-making.



Challenges Solved by Integrating with Salesforce:

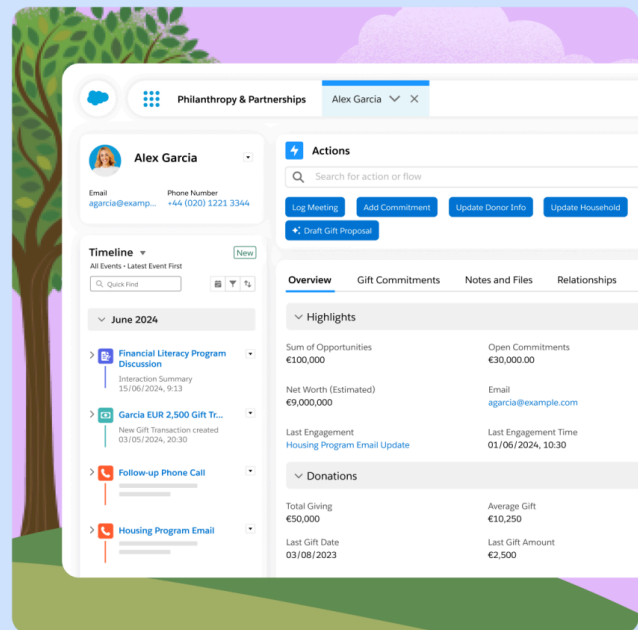
- Manual data entry and synchronization
- Lack of visibility into donor engagement
- Inconsistent financial tracking and reporting

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Fundraising & Donor Management

– Integration with Classy

Classy is one of the most popular fundraising platforms for nonprofits. When integrated with Salesforce, it allows for seamless data flow, ensuring that donor information, donation history, and campaign performance are automatically updated in real time.



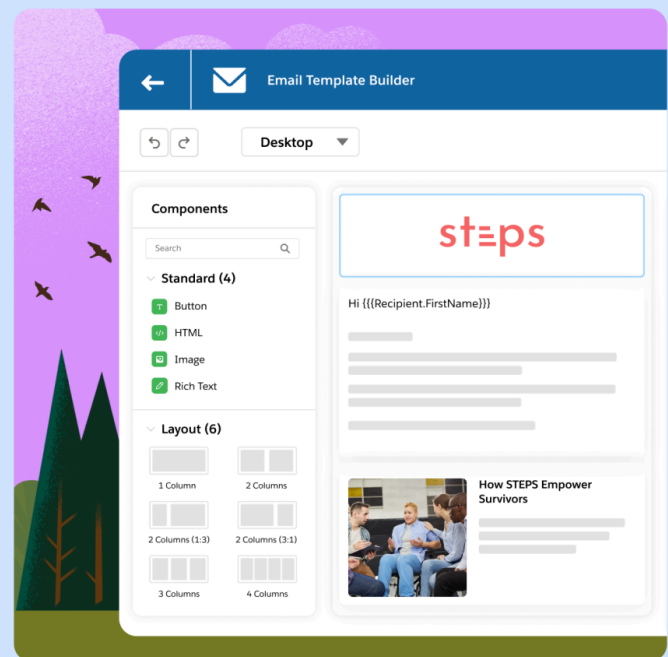
Key Benefits of Classy Integration:

- Automatic syncing of donor data
- Real-time tracking of fundraising campaign performance
- Personalized outreach based on donor activity

"Nonprofits using Classy and Salesforce together have seen a 40% increase in donor retention."

Email Marketing – Integration with Mailchimp

Email marketing is a powerful tool for nonprofits, and Mailchimp offers features that let you build targeted, personalized campaigns. By integrating Mailchimp with Salesforce, nonprofits can manage contacts, create custom donor segments, and track email engagement directly in Salesforce.



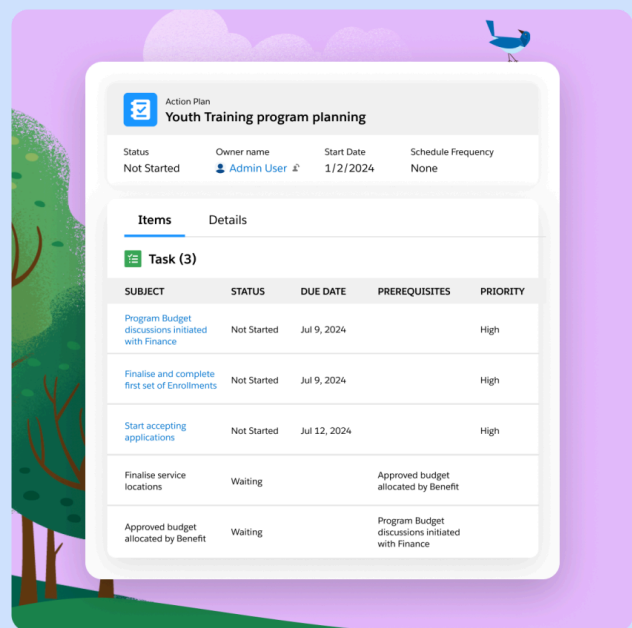
Key Features of Mailchimp Integration:

- Sync contacts and donor segments automatically
- Create personalized email journeys based on Salesforce data
- Track open rates, clicks, and engagement in real-time

"Mailchimp boasts a 38% higher open rate for personalized nonprofit emails compared to standard ones."

Event Management – Integration with Eventbrite

Nonprofit events are critical for raising awareness and funds. Integrating Eventbrite with Salesforce simplifies event management by syncing attendee data and ticket sales, allowing you to track engagement and measure success post-event.



How Eventbrite Integration Helps:

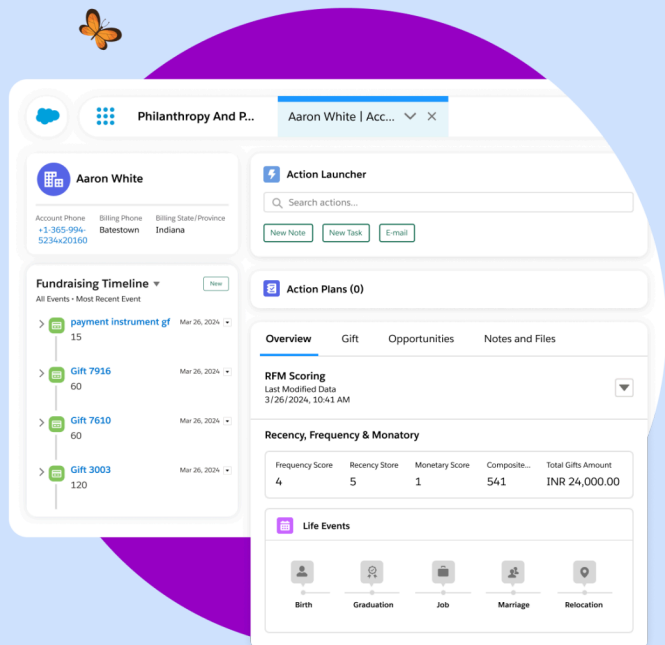
- Sync event attendees with Salesforce contact records
- Track ticket sales and donations tied to events
- Automate post-event follow-ups

"Organizations using Eventbrite and Salesforce together report a 20% increase in event participation."

Payment Processing

– Integration with Stripe and PayPal

Handling payments and donations is essential for nonprofits. Integrating Stripe and PayPal with Salesforce provides nonprofits with real-time financial tracking, automates donation receipts, and ensures accurate accounting.



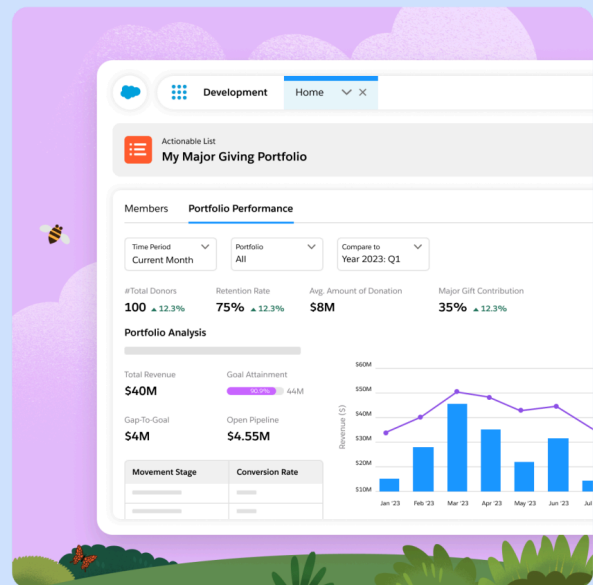
Advantages of Stripe/PayPal Integration:

- Real-time tracking of online donations
- Automatic syncing of financial data with Salesforce
- Simplified reconciliation and reporting

"Nonprofits using Stripe or PayPal with Salesforce see a 35% reduction in manual accounting errors."

Accounting – Integration with QuickBooks

Managing a nonprofit's finances efficiently is crucial, and QuickBooks is a trusted platform for accounting. By integrating QuickBooks with Salesforce, nonprofits can automatically sync financial transactions, generate reports, and ensure financial transparency.



Key Benefits of QuickBooks Integration:

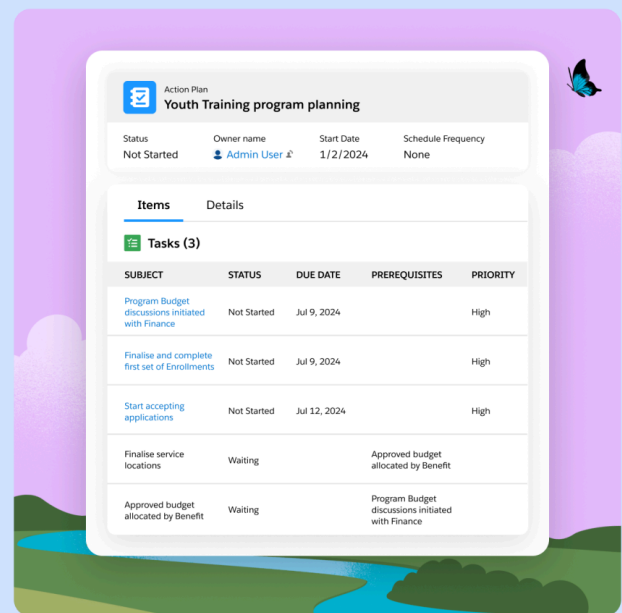
- Automatic syncing of donation data into QuickBooks
- Simplified financial reporting and audits
- Reduces manual data entry and errors

"Nonprofits integrating QuickBooks with Salesforce report a 30% improvement in financial reporting accuracy."

Program Management

– Integration with Asana and Trello

Nonprofit programs often involve multiple stakeholders and numerous tasks. Asana and Trello are great tools for managing projects. Integrating them with Salesforce allows nonprofits to track program tasks and timelines, ensuring that every project is on schedule.



Key Features of Asana/Trello Integration:

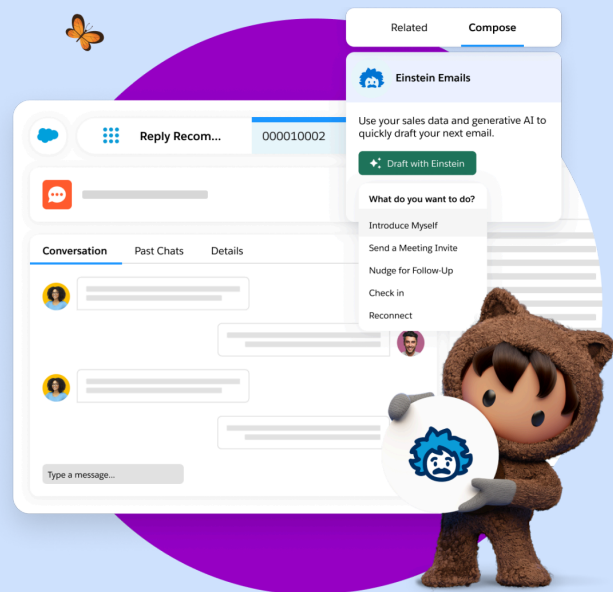
- Manage project tasks directly within Salesforce
- Track progress on program initiatives
- Collaborate seamlessly with team members

"Teams using Asana or Trello with Salesforce report a 25% increase in project completion rates."

Communication

– Integration with Slack and Microsoft Teams

Efficient internal communication is essential for nonprofits, especially when teams are distributed. Integrating Salesforce with Slack or Microsoft Teams helps keep teams connected, share updates instantly, and access important data without switching platforms.



Key Benefits of Slack/Teams Integration:

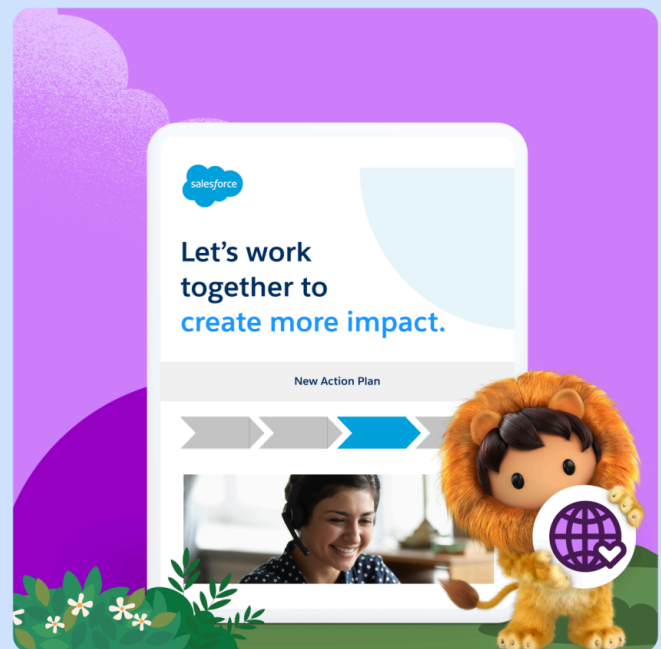
- Instant access to Salesforce data in team channels
- Quick collaboration on donor or project updates
- Centralized communication and task management

"Slack users integrating with Salesforce experience 32% faster resolution times on donor and program issues."

Conclusion

– The Power of Integration for Nonprofits

Integrating Salesforce with auxiliary systems like Classy, Mailchimp, and QuickBooks allows nonprofits to operate more efficiently and focus on their mission. Whether managing donations, communicating with supporters, or running events, these integrations streamline operations and maximize impact.



Why Nonprofits Should Invest in Salesforce Integrations:

- Unified platform for all key nonprofit operations
- Real-time data insights to drive better decision-making
- Enhanced donor relationships and program management

"Nonprofits that integrate multiple systems into Salesforce report a 28% overall increase in operational efficiency."

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