

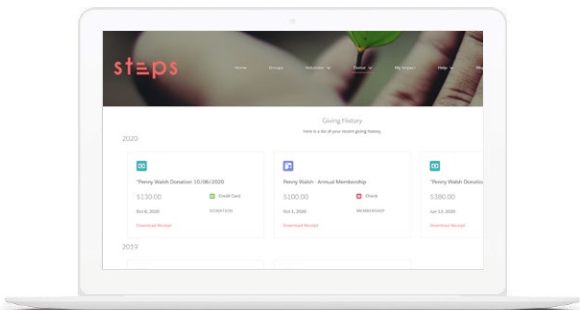
Nonprofit Cloud

Connect Your Data and Experiences on One Integrated Platform with the Salesforce.org Winter '22 Release



Nonprofit Cloud

One Integrated Platform to Become Digital-first



Experience Cloud for Nonprofits Enhancements

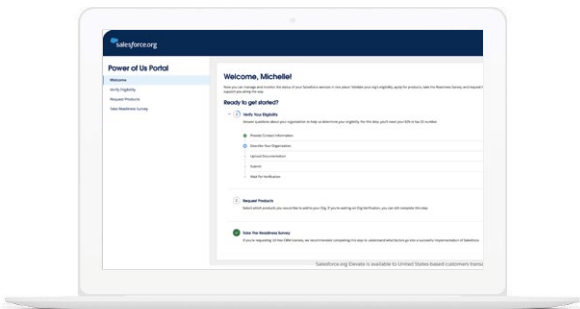
What is Experience Cloud for Nonprofits? Experience Cloud for Nonprofits is a digital front door for your stakeholders to engage with your nonprofit, streamline self-service, and share the story of your mission's impact.

What's New? Common components available for faster setup of an Experience Cloud site including My Profile, Communication Preferences, Registered User Matching, and Automated Site Setup.

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Fundraising

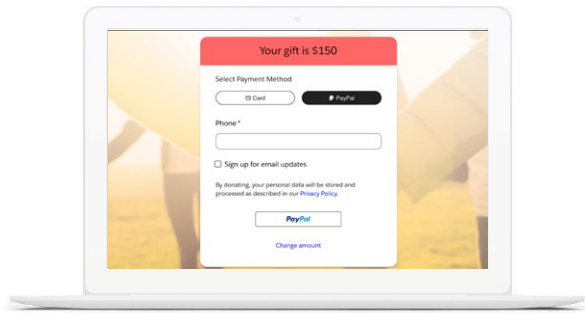
Create donor-centric experiences



Elevate Power of Us Edition

What's is the Elevate Power of Us Edition? The reimagined Power of Us Program includes a new edition of Elevate, giving customers access to digital fundraising integrated with the Nonprofit Success Pack (NPSP) with no upfront costs and fees based on the amount of funds raised, unless the donor covers them, and new modules in Trailhead and discounted services to help customers quickly get started.

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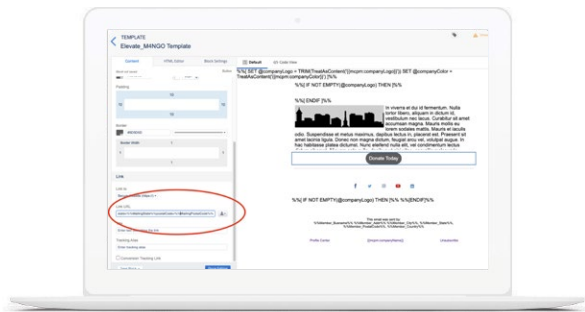
Elevate Paypal Checkout

What is Elevate? Elevate is a fully integrated solution for fundraising, consisting of Giving Pages, which are easy to set up, and Payment Services, which includes a multi-gateway solution that connects to the Nonprofit Success Pack (NPSP).

What's New? Increase conversion using digital wallets. PayPal Checkout is now supported in Elevate.

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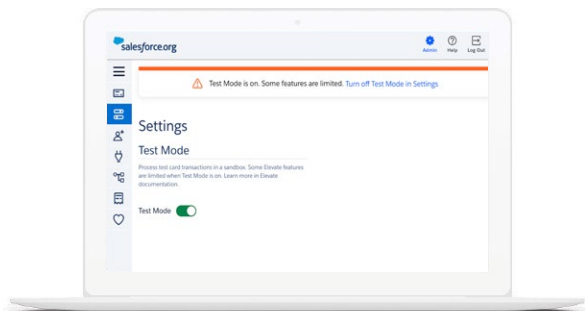
Elevate Template for Marketing Cloud for Nonprofits

What is Elevate? Elevate is a fully integrated solution for fundraising, consisting of Giving Pages, which are easy to set up, and Payment Services, which includes a multi-gateway solution that connects to the Nonprofit Success Pack (NPSP).

What's New? Marketing Cloud includes a new email template to use across multiple journeys to direct the donor to a personalized Giving Page to increase donor conversion.

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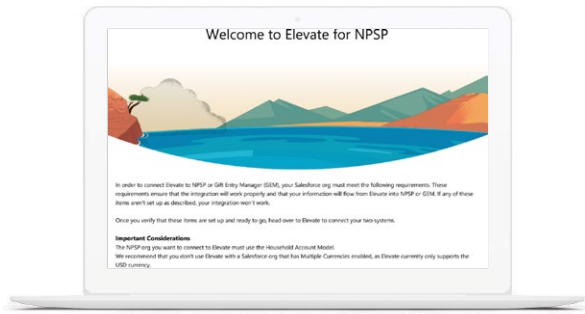
Elevate Test Mode

What is Elevate? Elevate is a fully integrated solution for fundraising, consisting of Giving Pages, which are easy to set up, and Payment Services, which includes a multi-gateway solution that connects to the Nonprofit Success Pack (NPSP).

What's New? Use a risk-free environment to experiment and build product knowledge before going live. This feature enables administrators to explore Elevate functionality and payment data flows into a connected CRM sandbox and vice versa.

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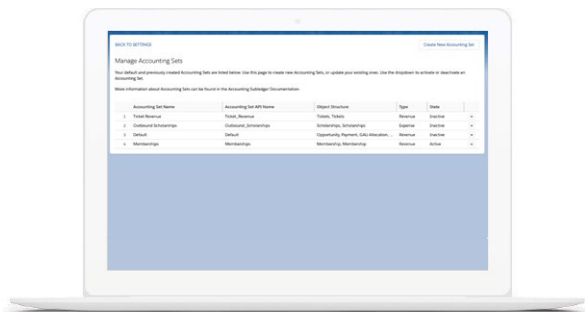
Elevate Onboarding Status Page

What is Elevate? Elevate is a fully integrated solution for fundraising, consisting of Giving Pages, which are easy to set up, and Payment Services, which includes a multi-gateway solution that connects to the Nonprofit Success Pack (NPSP).

What's New? Quickly setup your CRM instance to prepare for connecting with Elevate. Elevate customers will be able to see all of the prerequisite steps for NPSP and status of each in one place.

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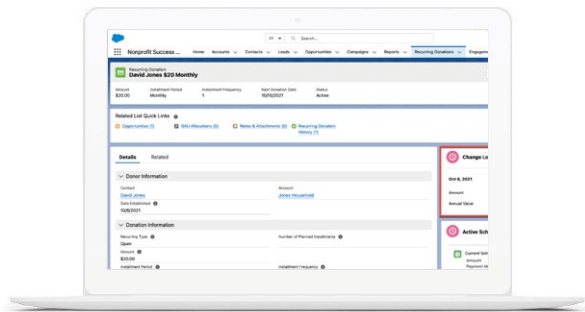
Accounting Subledger for Any Data Model

What is Accounting Subledger? Accounting Subledger is a product that prepares your fundraising information for your accounting system.

What's New? Generate accounting data for any purpose. Connect any object including expenses, to accounting subledger to share, reconcile, and report to your accounting system.

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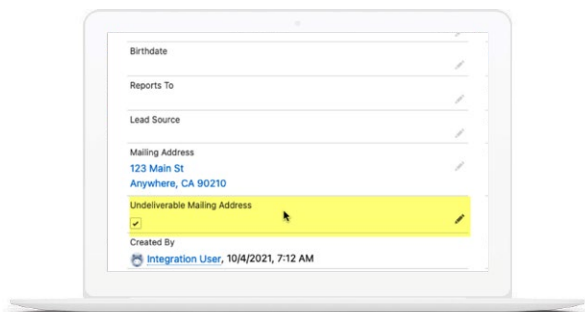
Recurring Donations Change Log

What is Recurring Donations? Recurring donations is a feature within NPSP that tracks and manages sustainer revenue.

What's New? Better analyze and understand recurring donor programs. Track advanced details about recurring donation changes to Amounts, Status values, Schedules, and Campaigns.

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Bad Address Indicator

What is NPSP? NPSP is our industry standard data model that is flexible, extensible and customizable.

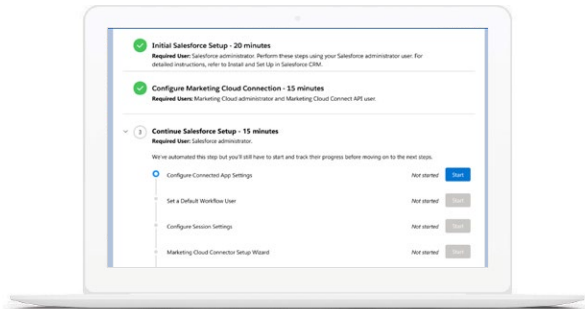
What's New? Ensure postal mailings are accurate. Identify bad addresses and keep in sync between Household, Contact, and Address records without having to manually update or build out automations.

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Marketing & Engagement

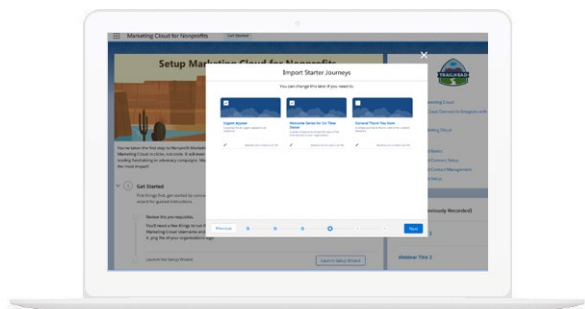
Find and Engage Lifelong Supporters



Marketing Cloud for Nonprofits Connect Automation

What is Marketing Cloud for Nonprofits? A solution that helps organizations build constituent-first communications faster, personalized from data in the Nonprofit Cloud. The result is you can better engage and convert known supporters, leveraging beautiful, personalized email campaigns. Grow your reach, but never outgrow your marketing technology.

What's New? Save time and reduce manual processes. Use new automated steps to setup Marketing Cloud Connect when getting started with Marketing Cloud for Nonprofits.

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Marketing Cloud for Nonprofits New Templates

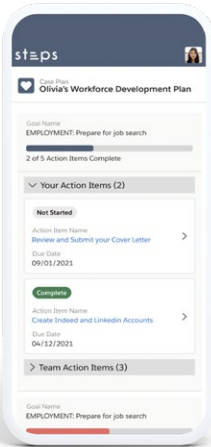
What is Marketing Cloud for Nonprofits? A solution that helps organizations build constituent-first communications faster, personalized from data in the Nonprofit Cloud. The result is you can better engage and convert known supporters, leveraging beautiful, personalized email campaigns. Grow your reach, but never outgrow your marketing technology.

What's New? Get started with journey and email templates with less effort. New journey, email templates, and data extensions for recurring donors, retention, urgent appeals, and more.

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Program Management

Amplify Program Impact



Client Experience

What is Experience Cloud for Nonprofits? Experience Cloud for Nonprofits is a digital front door for your constituents to engage with your nonprofit, streamline self-service, and share the story of your mission's impact. Note: You need both Nonprofit Cloud Case Management and Experience Cloud to use this feature.

What's New? Give clients agency in their own success with **Client Experience**. New components in Experience Cloud give clients access to view case plans, case teams, and status updates, upload documents, and add comments for case managers through a client Community.

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Full Client Note History

What is Nonprofit Cloud Case Management? Nonprofit Cloud Case Management helps organizations scale personalized care to clients on a platform that helps track services, case plans, notes, incidents, assessments and outcomes.

What's New? Case Managers get up to speed on a client faster by viewing and filtering all notes on a single screen without having to click into each individual note. Enables users to see all notes for a specific client in one view, which can be filtered based on their preferences.

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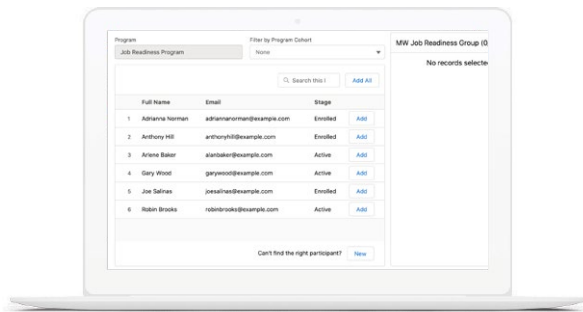
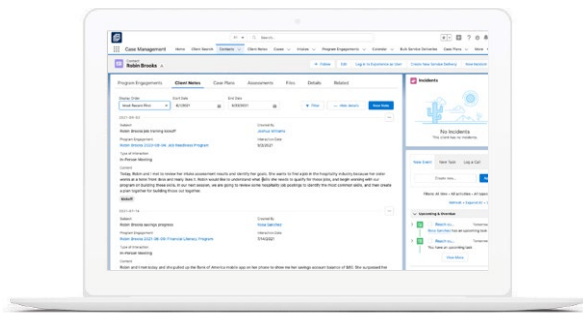
Bulk Service Delivery and Service Schedule Enhancements

What is Program Management Module? Program Management Module provides a standard framework for nonprofits to organize and manage their program data in Salesforce regardless of volume or complexity. (Innovation also available in Nonprofit Cloud Case Management).

What's New? Decrease administrative steps when adding new program engagements and program participants without Program Managers having to leave their current work flow. Allows users to create a new program engagement (and contact if needed) from bulk service deliveries or while adding service participants to a service schedule.

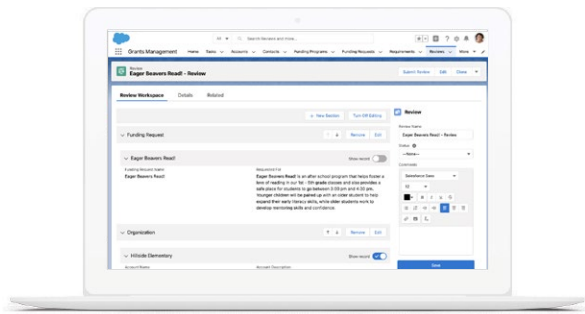
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Grants Management

Simplify and Accelerate Grantmaking



Review Workspace

What is Grants Management? Grants Management is a product that helps grantmakers streamline their processes to get critical funding out to their communities quickly.

What's New? Simplify and accelerate the application review process for staff by selecting only the sections they need to see and provide feedback. Grants Managers select which records, fields, data and files associated with applications are visible to internal reviewers allowing them to provide feedback used to make decisions on awards.

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