Nonprofit Cloud

Fund, deliver, and measure impact with one integrated platform.

Explore the key features of Nonprofit Cloud

Powered by the #1 AI CRM, Nonprofit Cloud is bringing fundraising, programs, and outcomes together in a single solution.

1 AI-powered CRM

Nurture relationships and scale impact with AI-driven, personalized experiences.

2 Program Management

Plan and deliver programs in one place. Save time with streamlined tools for service delivery and participant engagement.
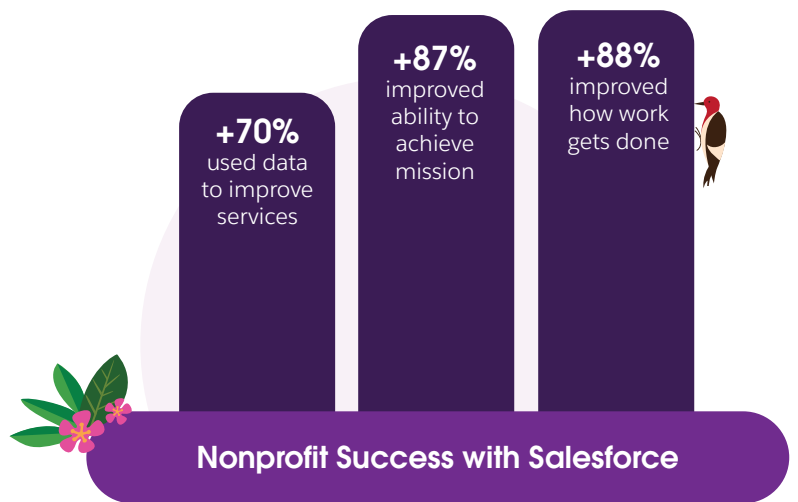
3 Case Management

Keep clients on track towards their goals, delivering benefits efficiently, and keeping track of where clients need support.
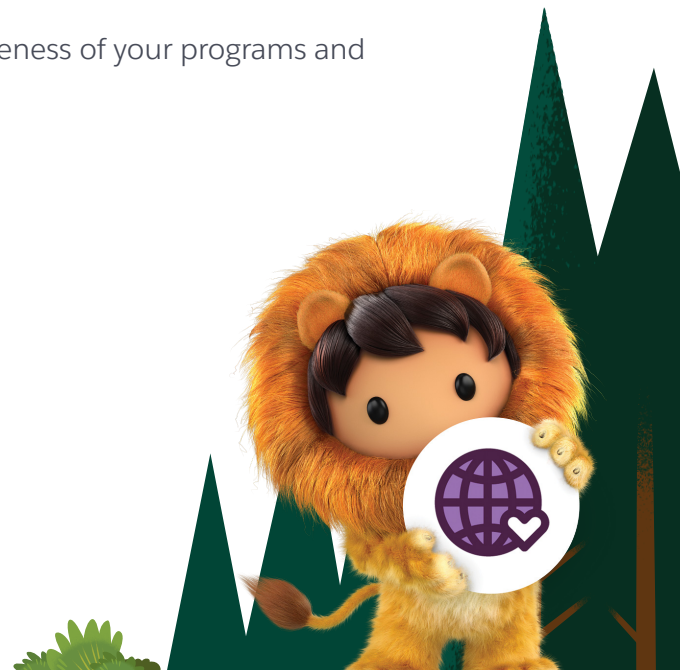
4 Fundraising

Build lasting relationships with all supporters. Enable data-driven fundraising so fundraisers are focusing on the highest value work.

5 Outcome Management

Maximize your impact in one place. Determine the effectiveness of your programs and easily share timely results with donors and funders.

+70% used data to improve services

+87% improved ability to achieve mission

+88% improved how work gets done

Nonprofit Success with Salesforce

Source: Salesforce.org Customer Impact Report 2021

Nonprofit Cloud Core Capabilities

We've designed Nonprofit Cloud with the flexibility needed to meet evolving stakeholder needs, fast. Built with a data foundation that allows you to easily scale as you grow, Nonprofit Cloud provides each department with a set of core capabilities to maximize impact across your entire organization.

Capability	Description
Accounting Subledger	Reduce time spent on reconciliation by connecting systems and preparing your financial data for your accounting system.
Actionable Lists	Keep program particpants and staff on track by creating dynamic action lists to track progress in real time.
Alert Framework	Ensure program participants never miss an update or deadline with triggered notifications and reminders.
Business Rules Engine	Simplify the process of determining eligibility or qualification and automate complex decision-making to find solutions faster.
Constituent Relationship Management (CRM)	Capture and manage individual and household information easily.
Case Plans	Save time and improve consistency by creating Case Plans from templates and personalizing to client's unique needs.
Case Management	Keep clients on track towards their goals, delivering benefits efficiently and keeping track of where clients need support.
Data Processing Engine	Transform stakeholder and organizational data found across Salesforce into actionable records.
Document Checklist	Reduce friction and streamline updates between stakeholders and staff using checklists and real-time document uploading.
Document Generation	Easily generate ad-hoc documents using Salesforce and external data sources, right from the platform.

Capability	Description
Fundraising Operations	Run the business of fundraising with a new Gift Data Model. Track Commitments, Designations, and Soft Credits and process gifts with Batch Gift Entry.
High-Touch Fundraising	Manage giving lifecycles with corporations, foundations, and individuals with the Fundraising Portfolio, and see a holistic view of a person with Donor Profile.
Identify Verification	Standardize identity verification with a process that is flexible, provides an audit trail, and helps combat identity fraud.
Interaction Summary	Capture notes about the client and view the notes in chronological order to get up to speed on note history.
Interest Tags	Capture client needs and interests with custom tags. Easily create reports and dashboards showing common themes to design personalized outreach at scale.
Mass-Market Fundraising	Use Source Codes across segments, messages, and channels and then view performance with Rollup Summaries. Build complex, reusable segments with Segmentation.
OmniStudio	Allow students and staff to reference applications and past interactions to evaluate progress.
Outcome Management	Track and evaluate outcomes to maximise impact.
Program Management	Free up staff time for higher value activities by simplifying and automating tedious processes as well as increasing collaboration with one place to plan, deliver and measure programs.
Timeline View	Allow stakeholders and staff to reference applications and past interactions to evaluate progress.

Sign up for a free trial of Nonprofit Cloud at bit.ly/ngocloudtrial