

Salesforce CRM + Nonprofit Starter Pack

Salesforce.com (www.salesforce.com) is the market and technology leader in on-demand business services. The company's on-demand platform and suite of applications enables organizations worldwide to manage and share all of their mission critical information including constituent prospecting, tracking, support, and communications, all on-demand.

Salesforce.com for Nonprofits: 1% Product

Through the 1% nonprofit product program, **Salesforce.com Foundation** (www.salesforcefoundation.org) aims to empower nonprofits to focus more time on their social missions and less time on technology infrastructure. Salesforce.com provides nonprofits affordable access to the same enterprise class on-demand platform and suite of applications that over 50,000 salesforce.com customers use today. By providing eligible nonprofits with 10 donated licenses of salesforce.com Enterprise Edition as well as a further 80% discount on additional licenses and services, salesforce.com is revolutionizing the ability of nonprofits to achieve their social missions.

The Salesforce CRM + Nonprofit Starter Pack

Imagine the complete power of Salesforce CRM (Customer Relationship Management) used everyday by thousands of for-profits, but with added functionality specifically for nonprofits to better track donors, donations, and fundraising programs. Salesforce CRM + Nonprofit Starter Pack uses all of the power of standard Salesforce CRM and adds a base set of functionality unique to the nonprofit sector.

- Manage **donors, donations** and **fundraising programs**
- Track **affiliations** between people, companies and households
- Manage a wide range of **constituents** in one place including donors, volunteers, board members, and more

All the Benefits of Salesforce CRM

Because the Nonprofit Starter Pack is built on the salesforce.com platform (Force.com), nonprofits can also take advantage of all the powerful Salesforce CRM features.

- Software as a service means no hardware or software to install or maintain
- Award-winning ease of use that drives end-user adoption and compliance
- Apply workflow triggers to automatically generate tasks for volunteers or board members
- Create standardized templates for consistent, professional responses to queries that can still be personalized by the sender
- Control access to sensitive data by creating user hierarchies to protect confidential information
- Get instant insight and analysis with powerful dashboards and reports to quickly analyze and understand your constituent behaviors
- Point-and-click customization to meet your organization's specific needs
- The flexible Force.com platform to meet even the most extensive customization and integration requirements

Join the Salesforce.com Nonprofit Community

Visit www.salesforcefoundation.org/product to join the community of over 5,000 nonprofit and educational organizations around the world that are increasing their social impact by using Salesforce today.

The On-Demand Nonprofit

With on-demand technologies, your organization can drive more social impact.

- Bring higher levels of professionalism and shared communication to your organization.
- Improve interactions with donors, volunteers, and supporters and encourage repeat donations.
- Analyze your organizations initiatives from fundraising campaigns to program impact.

Salesforce is used to support our daily operations but it also allows us to **gather, report, and analyze data more effectively** so we can understand and increase our impact over time. □

- Brad Dudding
The Center for Employment
Opportunities