

# 5 Key Salesforce Features for Nonprofits

**Salesforce has the tools to help successfully accomplish the 3 most important factors for running your nonprofit.**



Providing the highest quality care and services



Expanding your donor base



Providing real-time data for decision making

## 1 Case Management

Providing the best services to your clients is always goal #1. Salesforce Nonprofit Case Management can help you do just that by:

1. Managing intake and referrals
2. Creating personalized care plans
3. Managing case loads
4. Visualizing client progress

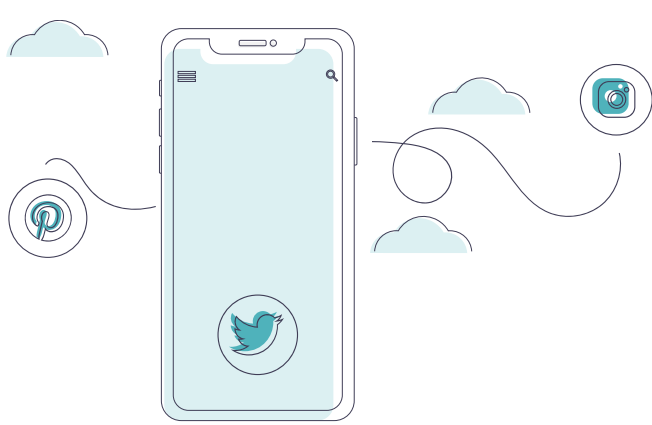
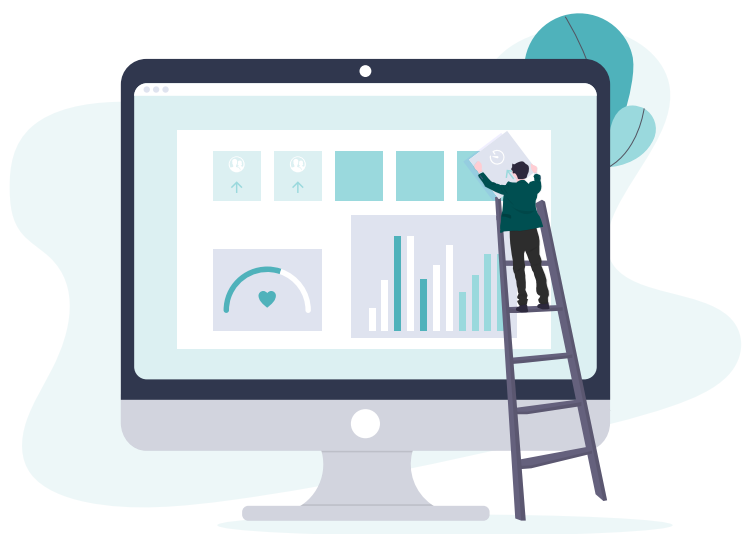


## 2 Program Management

The Salesforce Program Management module provides data-driven insights into your programs so you can measure effort and track success – including a customizable dashboard and templated service reports.

## 3 Reporting & Dashboards

Salesforce Nonprofit Cloud has a wide range of built-in reporting tools to help you create reports unique to your organization and display report data visually using dashboards.



## 4 Marketing Cloud

Marketing and communications are critical to client and donor engagement. Salesforce Marketing Cloud is one of the most effective tools available to manage email marketing, social media, and a whole lot more.

## 5 Fundraising and Donation Management

The Salesforce Fundraising and Donation Management module allows you to manage the complete fundraising life-cycle—including website lead and donation capture, gift-matching, and data insights to grow your fundraising efforts.



**fivestar\*** For over 23 years, fivestar\* has helped organizations navigate the complexity of implementing new technology. To help organizations seamlessly and cost-effectively implement Salesforce solutions, we have partnered with Extentia – a Salesforce Gold Consulting partner and one of only a select few PDO-Specialist Navigators in the world. Extentia has worked on over 250 Salesforce projects over the last 10 years, across industries ranging from logistics and manufacturing to healthcare.

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