

Salesforce NPSP Integration

Build stronger donor relationships and save valuable time



The opportunity

Having complete and well-structured data in your CRM is the foundation to future success, as it enables you to make reliable data-driven decisions.

The **RaiseNow Salesforce NPSP Integration** helps you prioritize, saves you time and enables you to wow your donors with a highly personalized, seamless donor experience which forms the basis for lasting relationships.

Our Salesforce Integration offers you a native integration with Salesforce NPSP. The result is an elevated user experience whereby all key processes can be controlled directly from your CRM.

Use cases

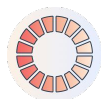
- A donor gives online and the donation is automatically displayed in Salesforce
- Payments are immediately assigned to the correct campaign
- A donor calls to adjust their recurring donation amount: you can change it directly over the phone
- Every donation above the 500 mark triggers an automated email to the Fundraising Manager
- Money you receive in your bank account is automatically reflected in Salesforce
- Automate your fund collection with Salesforce Flow and Process Builder
- Create TWINT QR Bills in Salesforce (in Switzerland)

Benefits for you and your organization



All donation data assigned to the relevant contact

Gain a 360° view of your contacts and transactions. You have all the data on who donated what, and when, and can use it to tailor your communication. Build strong relationships and keep your donors engaged thanks to highly-tailored campaigns targeting filtered segments.



Fully automated data synchronization

Manage all donations directly in your CRM! With automated, real-time data synchronization, you can kiss goodbye to time-consuming and error-prone data imports and instead manage everything directly in Salesforce. It also means you only have one tool to keep up to date.



All fundraising channels, perfectly in sync

Leverage a wide variety of RaiseNow products with everything from Peer-to-Peer to Tablet Fundraising, Donation Forms and custom APIs, and access the data from each of your fundraising channels in Salesforce, where it is seamlessly assigned to each contact.



Automate routine tasks

Let Salesforce do the heavy lifting for you. You can automate: payment reconciliation (saving your accounting team time), assigning payments to the correct campaign based on the donation purpose selected, or sending personalized thank you notes and donation receipts (e.g. via Salesforce Flow).

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Automated bank & payment reconciliation

Payouts from payment service providers are automatically reconciled with incoming payments on your bank account, saving your team a significant amount of time.



Automated system monitoring

Payments always arrive reliably thanks to an independent and highly responsive infrastructure with 24/7 monitoring. It also provides automated problem resolution in the event of misconfigurations and system outages, as well as error notification and support.



Tech that's always up to date

Ongoing improvements and any further development – covering everything from the touchpoints to the interface to the functions available in the CRM – are completely free of charge for you and are automatically reflected in your software. We guarantee functionality, further development and the highest data protection standards.



Manage recurring donations in Salesforce

Simplify your day-to-day activities by managing recurring donations directly in Salesforce. You can easily adjust the donation amount, cancel recurring donations or refund payments.



Simple setup

The RaiseNow Salesforce Integration is quick to get up and running and you don't need any programming knowledge to get it set up. The integration meets Salesforce's strict standards and can be installed via the official Salesforce AppExchange app store.



Campaign allocation according to donation purpose

When your supporters select a donation purpose in the donation form, this information is not only displayed in your bank account upon payment, but can also be reflected in Salesforce in order to immediately allocate the donation to the correct campaign.

These ambitious fundraisers use our RaiseNow Salesforce Integration



If you have any questions, we're always here to help. Get in touch at sales@raisenow.com.



RaiseNow really helped us to make our online fundraising processes more efficient and to synchronize the data flow with Salesforce.



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