

# Platform as a Service for Nonprofit and Education Organizations



## The On-Demand Nonprofit

With on-demand technologies, your organization can be more efficient and responsive.

- ∴ Bring higher levels of professionalism and shared communication to your organization.
- ∴ Enable consistent internal and external communication, supporting part-time, volunteer, or geographically dispersed workers.
- ∴ Improve interactions with donors, volunteers, and supporters and encourage repeat donations.

“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  
Chief Operating Officer  
The Center for Employment  
Opportunities (CEO)

**Salesforce.com** ([www.salesforce.com](http://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 Foundation** ([www.salesforcefoundation.org](http://www.salesforcefoundation.org)) has revolutionized corporate philanthropy through the 1% integrated philanthropy model which invests 1% of salesforce.com's equity, time, and products to nonprofit and educational organizations. We call this the power of us.

## Salesforce.com for Nonprofits: 1% Product

Through its 1% nonprofit product program, salesforce.com aims to empower nonprofit organizations to focus more time on their social missions and less time dealing with technology infrastructure. Salesforce.com provides nonprofit organizations with affordable access to the same enterprise-class on-demand platform and applications used by tens of thousands of salesforce.com customers. By giving eligible nonprofits 10 donated licenses of Salesforce Nonprofit 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. Over 3,000 nonprofit and education organizations around the world are currently using Salesforce to improve their organizational efficiencies and maximize their social impact.

### Benefits for Nonprofits

- ∴ Sharing and managing information made simple for nonprofits large and small
- ∴ Easy-to-use, enterprise applications delivered on demand (software as a service)
- ∴ Secure access to all of the latest advancements with unlimited scalability
- ∴ Fast, easy, affordable—all you need is a Web browser and Internet connection
- ∴ Online tutorials and training as well as standard tech support
- ∴ Community access via discussion boards and user groups for sharing tools, ideas, and best practices with other nonprofits

### Customized Nonprofit Functionality

The salesforce.com platform (Force.com) and applications (Salesforce) can immediately address a great many organizational needs, from simple contact management to sophisticated social-impact monitoring to program operations. It can also be easily and quickly customized for the specific needs of your organization.

- ∴ **Manage a wide range of constituents in one place.** Manage donors, clients, students, volunteers, board members, and more.
- ∴ **Apply workflow triggers.** Generate tasks automatically, for example, when a donation comes in, create a task for a volunteer to write a thank you letter or make a phone call.
- ∴ **Create standardized templates.** Provide consistent, professional responses to queries that can still be personalized by the sender.
- ∴ **Control access to sensitive data.** Create user hierarchies to protect confidential information.
- ∴ **Get instant insight and analysis.** Use dashboards and reports to quickly analyze and understand your constituent behaviors.

### Nonprofit Program Requirements

To be eligible for the 1% product program, your organization must be recognized as an institute of education or charitable, nonprofit, non-governmental organization in the country in which it is located. For complete criteria visit: [www.salesforcefoundation.org/eligibility](http://www.salesforcefoundation.org/eligibility).

Start the license donation application process today by creating a fully functional, 30-day trial account. Visit [www.salesforcefoundation.org/product](http://www.salesforcefoundation.org/product) to get started.