



2019-20

**THE STATE OF
SALESFORCE**

In the Nonprofit Sector



Letter from the CEO



My journey with Salesforce began as an end-user, looking for opportunities to turn my endless Excel spreadsheets with donor information into something powerful enough to pull reports, show impact and act on. That’s when I discovered Salesforce. A robust Constituent Relationship Management (CRM) tool that empowered my organization to do more good and create more impact. I founded the second Salesforce user group outside of the United States, hoping to help other organizations realize the transformative power of technology and ultimately started Cloud for Good after I moved to the US in 2010. Nearly 10 years later, Cloud for Good has helped over 1,800 higher education institutions and nonprofit organizations implement, strategize and optimize on the platform, and was recognized by Salesforce.Org as the 2019 Nonprofit Partner of the Year in North America.

For the past four years, we’ve conducted this State of Salesforce Survey, designed to help identify trends and best practices within organizations using Salesforce. In these pages, we’ll explore the results from over 500 organizations, including:

- **How Salesforce is creating digital transformation**
- **Where organizations expect to grow their use of technology**
- **What trends and technology best practices you should expect to see in the next 12 months**
- **The measurable impact Salesforce has had on organizations**

We were overwhelmed by the encouragement of the Salesforce ecosystem this year including Cloud for Good customers, other organizations using Salesforce, Cloud for Good’s partners and, of course, Salesforce itself. Without your support, it wouldn’t be possible to gain insight and share it with the community.

Tal Frankfurt
Founder/CEO

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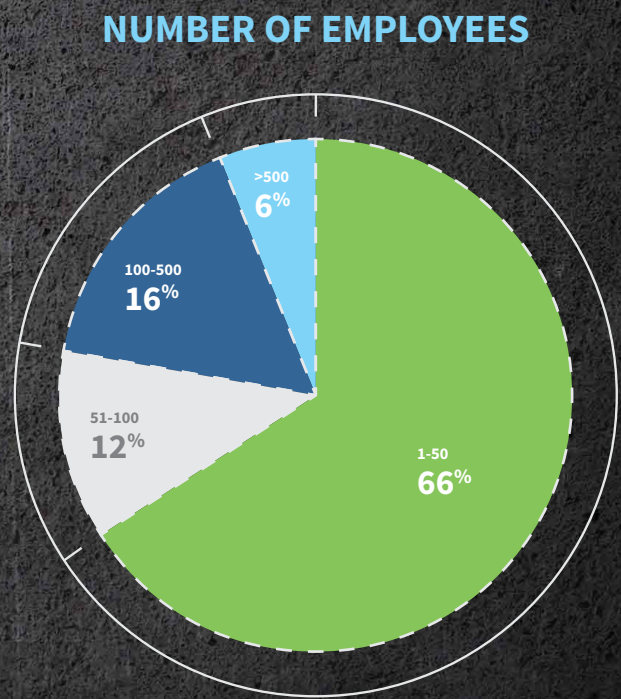
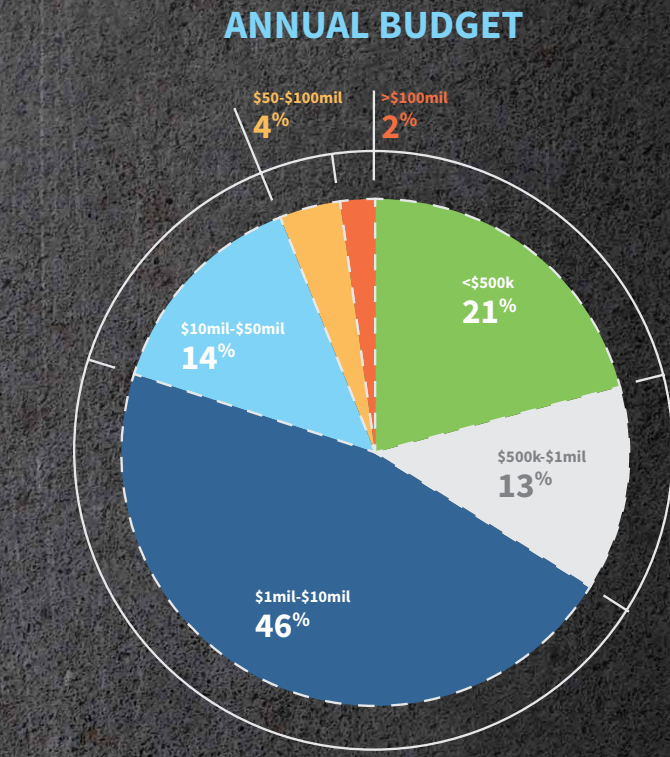
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Survey Methodology and the Organizations Who Responded

How Do These Results Compare to US Statistics

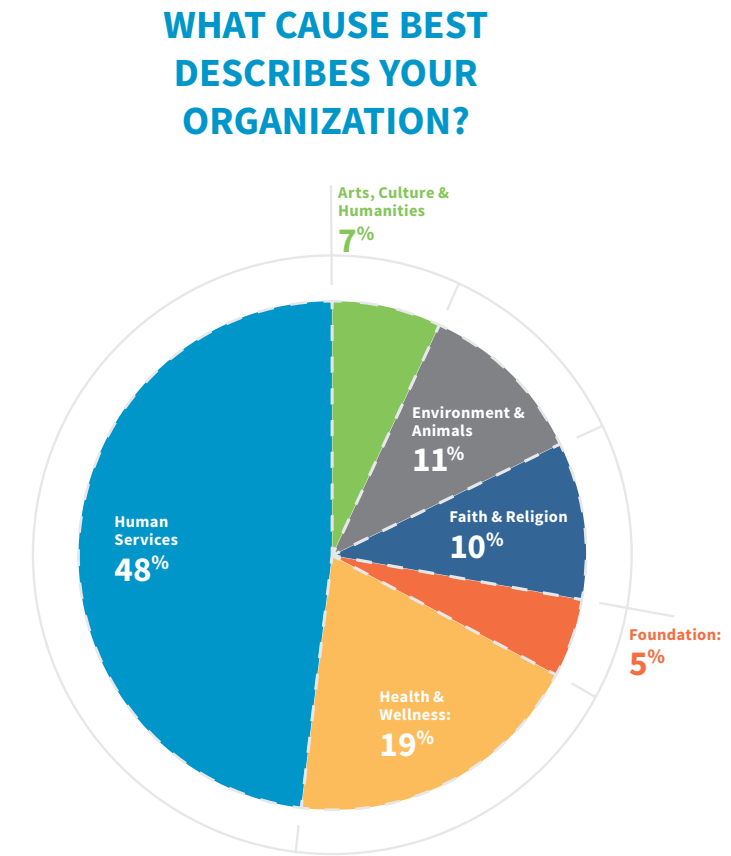
According to Guidestar.org, an organization who gathers information about 2.7 million U.S. nonprofits to enable users to make better decisions around their charitable giving, 66% of nonprofit organizations in the U.S. have an annual budget of less than \$1 million. As the annual budget increases, the number of nonprofits within that segment decrease.

While our survey respondents are skewed slightly higher (34% representing organizations with under a million dollars in annual budget and 46% representing \$1 million to \$10 million), Salesforce continues to show its usability and scalability within the nonprofit sector with organizations of all sizes realizing the value of the platform. Since we began surveying the community in 2016, the size of organizations taking advantage of Salesforce has remained the same, with the majority of those using Salesforce having a budget between \$1 million and \$10 million. In 2019, however, we see a 7% decrease in organizations with over 100 employees



using Salesforce. Organizations are doing more with fewer people resources, but the same infrastructure they had four years ago. Using technology that is forward-thinking and consistently evolving can help give you an advantage by automating business processes and creating sustainable solutions to help propel your mission forward.

Nonprofits are categorized as a type or related to a specific cause. The number of organizations who classify their cause as human services has grown 18% in the past four years. Part of this rise may be attributed to the 2030 Agenda for Sustainable Development adopted by the UN member states in 2015. These 17 Sustainable Development goals are a call for action to recognize that ending poverty and other deprivations must go together with strategies to improve health and education, reduce inequality and spur economic growth. Many of these goals, including no poverty, zero hunger, good health and well-being, quality education and reduced inequalities map back to our human services organizations.



Advertisement

Essential tools for Salesforce users



Reporting	Documents & Email	Data Management	Dedupe & Match
<ul style="list-style-type: none"> ✓ Custom reports on any number of objects ✓ Automatic deduplication of report records ✓ Outcome-tracking, LYBUNT, donor reports ✓ Charts and dashboards 	<ul style="list-style-type: none"> ✓ Generate thank-you letters, tax summaries, address labels and invoices ✓ Produce pixel-perfect Excel charts for Executive Management ✓ Send mass emails to supporters and constituents 	<ul style="list-style-type: none"> ✓ Excel-like grid views for quick editing ✓ Powerful cross-object filtering ✓ Easy import and export of CSV data ✓ Mass update, mass email, mass add-to-campaign 	<ul style="list-style-type: none"> ✓ Find duplicates en masse, using powerful matching rules ✓ Merge all duplicates in one click ✓ Find data records matching a CSV file ✓ Works with all objects

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Overview of Current Salesforce Usage in the Nonprofit Sector

More and more organizations are migrating from legacy systems to Salesforce, a decision that is proving to be impactful both at the time of implementation and in the years to come. Each year that we've conducted the State of Salesforce survey, we've seen an increase in the number of organizations who have been using Salesforce for over five years. Today, 52% of the organizations surveyed have been using Salesforce for more than five years. That's a 39% increase since 2016!

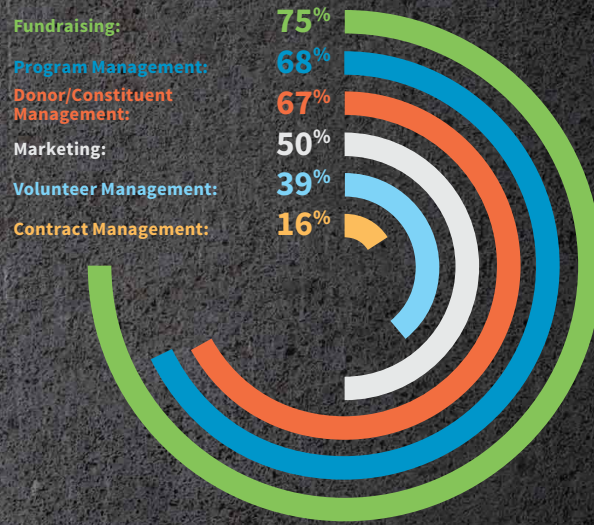


52% OF ORGANIZATIONS HAVE BEEN USING SALESFORCE FOR > 5 YRS

"We've seen a 500% growth of membership collection."

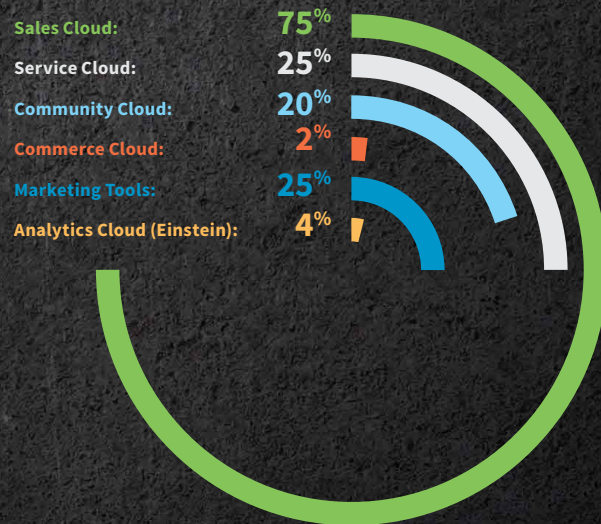
– Tomer Tveria, Bridge for Youth

WHICH DEPARTMENTS WITHIN YOUR ORGANIZATION ARE USING SALESFORCE?



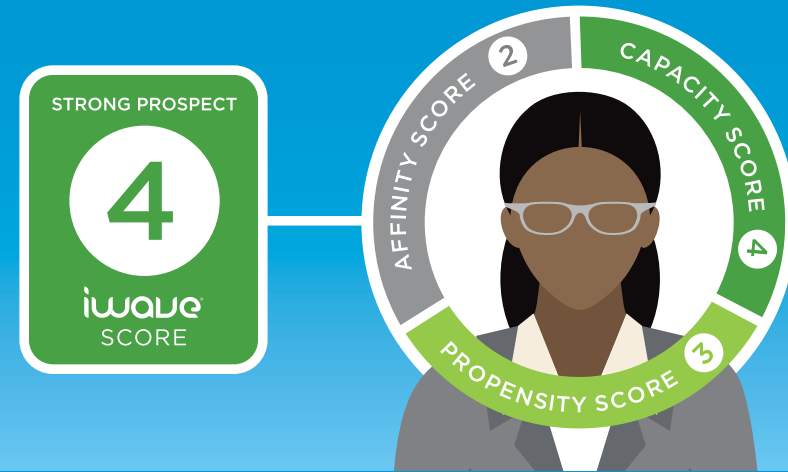
Over the past four years, the ways in which organizations are using Salesforce have grown and matured. In addition to your fundraising, marketing and program management departments we've seen Salesforce start to create significant impact within your volunteer and contract management.

WHICH SALESFORCE PRODUCTS ARE NONPROFITS CURRENTLY USING?



iWAVE
for Salesforce

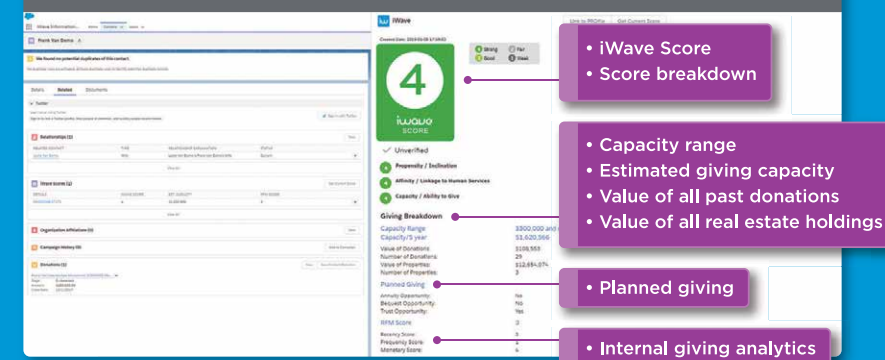
Find your next major gift donor in Salesforce



Enrich your Salesforce database with **billions of wealth, philanthropic, and biographic records** to learn more about your prospective donors' capacity and inclination to give.

With iWave, you'll know you're asking the right person, for the right amount, at the right time.

iWave's game-changing features include:



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Did you know?
iWave is the industry's **TOP FUNDRAISING INTELLIGENCE PLATFORM**



Industry's highest Net Promoter Score at +47 (over 147% higher than the next ranked competitor*)



Industry leader for searching wealth, biographic, and philanthropic information simultaneously*



Generate custom scores, screenings, and profiles on-demand



Access to the industry's only database of verified gift records



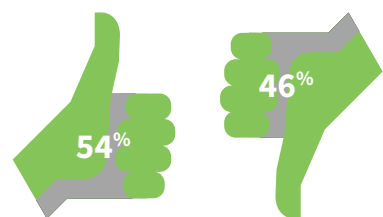
Industry's most user-friendly donor research platform*

*Third Party Prospect Research Solutions Study, 2017

When we started to survey the community, most respondents were using Sales Cloud, with very little overlap into Salesforce's other clouds. While Sales Cloud continues to be the most popular cloud within the nonprofit sector, 16% more respondents are using Service Cloud since 2016 and 7% more are using Community Cloud and Marketing tools. With more organizations utilizing Salesforce for longer periods of time, we are seeing organizations looking for more ways to create digital transformation within their organization through multi-cloud usage.

Over the past four years, we've seen more and more organizations turning to the out-of-the-box functionality of the NPSP. The NPSP is preconfigured for nonprofits, open-sourced, free to use and sits on top of standard Sales Cloud to allow nonprofits to better manage some common nonprofit business processes. Twelve percent more organizations are using the Nonprofit Success Pack (NPSP), while 6% less decide to utilize standard Salesforce with custom objects. This is more than likely due to the investment Salesforce is making into the nonprofit community through community sprints and research and development.

HAS YOUR ORGANIZATION FULLY MIGRATED TO THE LIGHTNING EXPERIENCE?



In January 2020, Salesforce is turning on the Lightning Experience (LEX) for all standard profile users and custom profiles users with the Lightning Experience User permission enabled. While Classic

has yet to disappear, these users will be automatically switched back to the Lightning Experience on a regular basis. Of that 46% of respondents who say they are not ready for the LEX, another 43% said they wouldn't be ready by this release. If you haven't made the switch, it is a great time to start thinking about it by:

- **Running the Lightning Readiness Check found in your Setup**
- **Turn on LEX in your sandbox to test-drive your most commonly used pages**
- **Talk with your Salesforce partner**

Top types of applications used by nonprofits:

- **Data Collection**
- **Online Giving**
- **Document Management**

The Salesforce AppExchange is a great place to find customized solutions for Salesforce that help enhance the native features of the platform.

The number one type of applications organizations are downloading are those designed to help manage their data collection process. Companies like Formstack and FormAssembly have made it easy to collect data on your constituents and manage the duplication process, helping to keep the information within your Sales Cloud clean.

Other applications surrounding online giving (like Classy, Donor Drive and Click and Pledge) and document management (like Apsona and Conga) are also exceptionally popular with nonprofits.

“Salesforce saves us 5 hours per week in recording data and 8 hours per month in preparing reports from that data.”

– Charlie, Operation Enduring Gratitude



Transforming the way nonprofits collect information for Salesforce & put it to work.

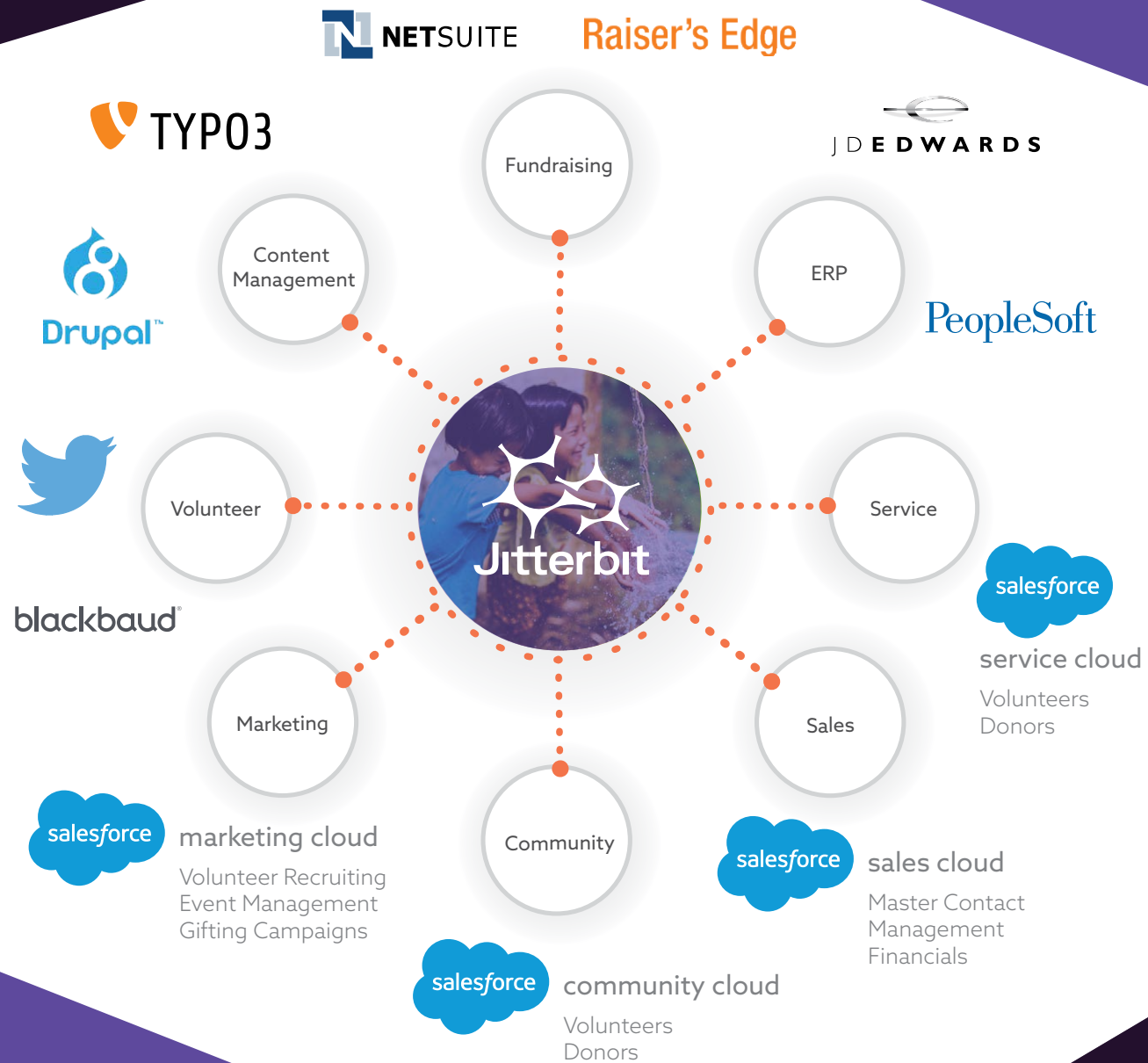
- ✓ Donation Forms
- ✓ Progressive Data Capture
- ✓ Program Enrollment / Applications
- ✓ Program Management
- ✓ Data-Driven Documents
- ✓ eSignature



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Where Nonprofits are Looking to take the Platform

What are organization's top objectives for the upcoming year?

Organizations across North America are looking to do some incredible things in the next twelve months. The top goal for the majority of nonprofits is to increase their fundraising. Eighty-five percent of organizations are currently utilizing online donation pages, 48% use peer-to-peer fundraising and 68% use direct mail campaigns. While 76% employ email marketing campaigns, 56% of those surveyed want to see stronger marketing automation tools implemented at their organization within the next twelve months. Some other ways organizations are looking to expand their fundraising include:

41%
Text Messaging



55%
Social Media



10%
Chatbots



15%
Mobile Optimization



- 1. Increase Fundraising**
- 2. Better Use of Analytics and Reporting**
- 3. Invest in Automated Business Processes**
- 4. Leverage More Digital Marketing Solutions**
- 5. Promote Data Privacy**
- 6. Incorporate AI into Your Existing Technology**

Currently, only 1% of organizations are using tools like blockchain to increase their fundraising. Blockchain is the powerhouse behind cryptocurrency, an internet-based medium of exchange which uses cryptographic functions to conduct financial transactions. Using blockchain allows transparency of financial contribution, ensures authenticity in goods we buy or sell globally, reduces risk and fraud, is fast and, most importantly, it could re-establish or reinforce the trust donors have in charities.

What gaps currently exist in your technology that you are looking to fill?

1. Integration of Salesforce with other business technology
2. Training and Resources
3. Digital Marketing Solutions

Fifty-four percent of organizations say they do not currently integrate their Salesforce with their other systems, but 25% are planning to over the next year. Many organizations are looking to bring in their accounting, human resources and Point of Sale systems along with volunteer tracking and website information back into Salesforce for a complete picture of their candidates.

“With Salesforce, we have 100% veteran volunteer data gathering and 100% recipient data gathered improvements over the past, having used generic spreadsheets.”

– Charlie, Operation Enduring Gratitude

Constituent Engagement

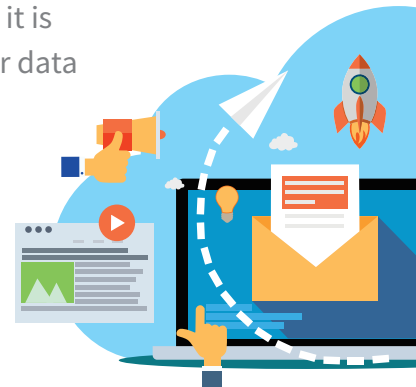
Throughout the years, one theme we’ve seen from this survey is that organizations are consistently looking for new and exciting ways to engage their constituents. As such, it is exciting to see that 12% of organizations are looking to expand their Salesforce usage to Community Cloud over the next 12 months and 23% are looking to expand their usage of marketing tools.

Community Cloud:

Opening your data externally gives your organization the ability to interact with donors, constituents and volunteers on their timelines (even after hours). Community Cloud can be used to connect volunteers by answering commonly asked questions or allowing them to track their volunteer time in one easy location. It can also be used to manage contracts with outside vendors or connect job seekers with employers – the possibilities are endless. However, when exposing your external data it is important to make sure your data is clean and secure.

Marketing Tools:

Salesforce has a range of solutions to help meet your needs with Pardot, Marketing Cloud and Social Studio. These tools are designed to work with the information you have in your Sales Cloud for hyper-segmentation, detailed action-based journeys and robust emailing capabilities. With Marketing Cloud, you can even take your constituents on a multi-channel experience including mobile (text messaging), social (via Social Studio), email and more.



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- ✓ Bulk Messaging
- ✓ Intelligent Surveys
- ✓ Text-To-Donate
- ✓  WhatsApp

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& 45% RESPONSE RATE**

**TEXT MESSAGES ARE READ
WITHIN 5 SECONDS OF RECEIPT**

**SMS CONTACT FORMS HAVE A
100% GREATER FORM COMPLETION
RATE VS. ONLINE FORMS**

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RATED

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PLEDGE
1%
PROUD MEMBER

Measuring Impact

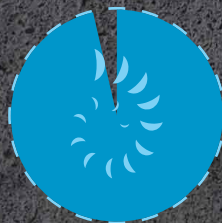
90%
of organizations say
Salesforce makes it
easier to do their work.



72%
say Salesforce has
become more valuable
at their organization.



96%
of organizations say
they see potential
to innovate on the
Salesforce platform.



79%
say their management
is dedicated to making
the most of its Salesforce
investments



“Salesforce has allowed us to increase employee productivity by 25%, which, in turn, has allowed us to provide more individualized care to our residents.”

– Allison Cleveland, Angela House

“Salesforce gives us the ability to expand our programs nationally. We’ve seen a 25% decrease in costs to implement.”

– Natalie Hummel, KIDS in the GAME

“We have a 20% growth of grants operated in Salesforce.”

– Eittay Basly, Youth Policy Institute

“We got rid of 50 spreadsheets and Salesforce saved us 6 hours per week as we consolidated contacts, leads, sales, campaigns, events, email marketing and revenue goals.”

– Cyd Leonard,
Events For Life Youth Foundation, Inc.

Salesforce continues to enhance your organization’s business processes with automation and workflows saving you valuable time. Many manual business processes, such as acknowledgment emails, can now be automated with the power of Salesforce. It also provides greater transparency within your organization, revealing data about your donors, constituents and volunteers to your entire organization, empowering every department within your organization with a 360-degree view of your constituents.

Specifically, organizations are attributing the following to Salesforce:

36%
Grow Fundraising
Revenue



43%
Provide Better Programs
and Services



51%
Communicate More
Effectively



27%
Engage and Strengthen
the Community



60%
Increase Employee
Productivity



31%
Reduce Operational
Costs



“We’ve raised 25% more in funding, served 75% more families and have seen greater staff utilization and buy-in.”

– MJ, Healthy Homes Coalition

“With Salesforce, we have saved an hour a week with data input and analysis.”

– Kurt Schwend, United Through Reading

“We have saved several hours a week on tasks such as reconciliation with accounting, email templates to quickly email donors with regular updates, automatic segmentation with MailChimp (used to be totally manual).”

– Danielle Allen,
The Jane Goodall Institute of Canada

What's Trending

Training and Support to Maximize Your Technology Investments:

Salesforce offers an incredible community, dedicated to helping each other thrive within the platform. Over the past four years, we've seen more organization and users take advantage of the community and pre-built tools to train and expand admin and users Salesforce knowledge.

Trailhead:

Who said learning isn't fun? Trailhead is a gamified way for users to learn more, get hands-on experience and earn badges. Fifty-six percent of organizations

(a 6% increase from last year) are using Trailhead to train their users. The best news? These activities and quizzes are already built by Salesforce and the community!

Power of Us Hub:

Salesforce believes in community and has developed a place for partners, Salesforce and the community to help one another. Thirty-three percent of users log into the Power of Us Hub (HUB) at least once a week, while 71% log in at least once a month. This is a great place to go to post a question, get Salesforce resources and learn more about events happening in the community.

Community Groups:

Do you prefer more in-person learning opportunities? Join the 37% who attend a local community group. These gatherings consist of like-minded, Salesforce users in your area. You'll learn more about Salesforce while connecting with other Salesforce users in your community.

"We now have a 2-3 day SLA in delivering customer documentation."

– Caleb Crawford, National Phlebotomy Association

"Using Salesforce, we have a 40% increase in the number of clients that we have been able to service because we don't have to manually input their information anymore. Our fundraising has increased by 20% because we are able to track our donors better."

– Mark Teetor, Dress for Success Phoenix

"Salesforce has saved an average of 6 hours per week per user on manual data entry through the use of process builders and flows."

– Jennifer Bobrowski, GiGi's Playhouse Inc

"Since using Salesforce, mobile giving has increased by 20% and efficiency of program management increased by 5%."

– Susan Ben, Ounce Of Prevention Fund

Partnering for a Winning Team:

Using an implementation partner to help you implement or expand your usage of Salesforce environment can be an incredibly valuable experience. Seventy-one percent of organizations surveyed used an implementation partner and 84% found this a valuable component in their successful implementation. Be selective when looking for a partner who has the skills and experiences to fit your needs. The AppExchange is a great place to visit to find experts with an expertise in both your industry and products. You'll also be able to see reviews from your peers to help aid in your partner selection.

Salesforce partners are also a great way to supplement your admin team. Thirty-four percent of survey respondents DO NOT have a dedicated Salesforce administrator and 38% don't have a roadmap for growth and maintenance of their system. With three releases a year, you want to make sure you stay up to date on all the latest features and enhancements while understanding the impact they have on your org. If you don't have the resources to help manage your Salesforce, many times your implementation partner can help. Cloud for Good, for example, has managed services offerings where we work closely with our clients and help them manage their Salesforce including new user training, release management and any changes to automation and workflows your organization may need.

"We have 50% + new automated processes."

– Kerik Fonseca, AMS



"With Salesforce, we've seen a 40% growth in donations, 25% increase in service delivery and 50% improvement in data management."

– Sheila Carter, Cam and Madi's Promise, Inc.

"Using Salesforce, we've seen at least 60% increase in user adoption allowing for better tracking of constituents and donations."

– Maria Zambrana, Workshops for Warriors

Machine Learning and AI:

While to many the idea of being able to utilize machine learning or other artificial intelligence tools, such as chatbots, may seem like science fiction, Salesforce is making it easy to realize this future now. Over the past year, Salesforce has invested significant resources in its Einstein products.

Einstein Next Best Action:



Deliver proven recommendations to employees and constituents, right in the apps where they work. Define recommendations, create action strategies, integrate predictive models, display recommendations, and activate automation.

Einstein Bots:



Easily build, train, and deploy custom bots on digital channels that are connected to your CRM data. Enhance business processes, empower your employees, and delight your customers.

Einstein Language:

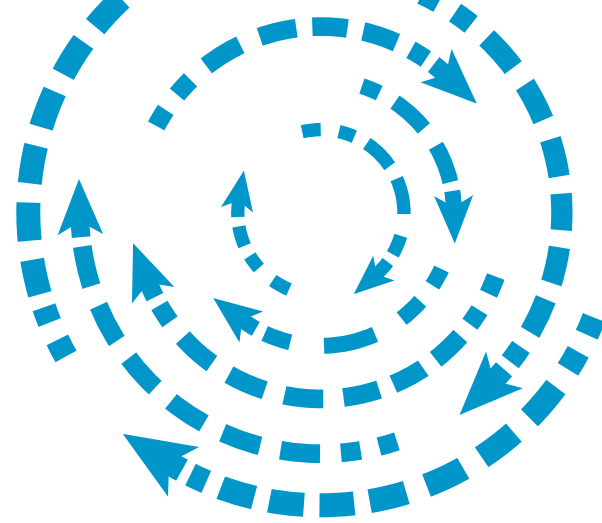


Understand how customers feel, automatically route inquiries, and streamline your workflows. Build natural language processing into your apps to classify the underlying intent and sentiment in a body of text.

Einstein Vision:



See the entire conversation about your brand on social media and beyond. Use intelligent image recognition in your apps by training deep learning models to recognize your brand, products, and more.



Digital Transformation:

As the time spent on the Salesforce platform increases, organizations are looking to completely transform the way in which they operate. Many are doing this by implementing and connecting multiple clouds. Thirty-eight percent of organizations are using more than one cloud and 35% of organizations plan to implement another cloud in the next 12 months. Using a combination of clouds that all connect back to Sales Cloud helps your organization break down data silos that exist across your departments. For example, using Sales and Service Cloud to help manage your call center can allow you to know more about your constituents before they call in. Have they previously engaged with your organization? Are they still waiting on a question to get answered? Any agent who picks up that phone call or answers an email will be able to know in just a few clicks.

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Results Our Customers Love

“We have been extremely satisfied working with Cloud for Good on this implementation. Initial time on the project was spent with our consultant working with all members of the team in a discovery process. Their professionalism and extensive knowledge of Salesforce and nonprofit needs contributed to the success of the project. With all of the challenges presented, the Cloud for Good team always offered several options to help resolve our issues. We plan to continue our working relationship with Cloud for Good, in support of our integration and other Salesforce needs.”

Pat Gaitley
Sr. Business System Analyst



“Cloud for Good worked with us to not only implement the newest features Salesforce can offer an organization like ours, they also helped us evaluate our processes and helped us move from tracking in an ad-hoc way to a more strategic engagement.”

Jacqueline Carambat
Development Manager



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