npsp+

Fundraising at its best.

Get the best of all worlds.

We have brought together Salesforce, the world's leading CRM platform, Stripe, the world's leading payment gateway, and the Salesforce Nonprofit Success Pack to automate reliable and scalable payments, machine learning-driven retries, receipts, refunds, and the ability to create your own donation pages underpinned by an unprecedented level of processing security.

Our solution has been developed by Vertic, a global Impact partner with Salesforce.org with over 10 years exclusive nonprofit and social sector implementation experience.

Putting together the puzzle pieces.

The architectural approach taken to develop the NPSP+ solution is based on the belief that software product development has become more about putting together pieces of a puzzle than it is about developing capability from the ground up.

The evolution of an array of online digital services has enabled us to find the best available digital technologies and connect these to provide our clients with a toolset that is stronger, more scalable, and secure than any one of these services can be on its own.

The NPSP+ facilitates a smart payment processing engine by delegating responsibility to the most appropriate technology and managing transaction outcomes across the donor journey.
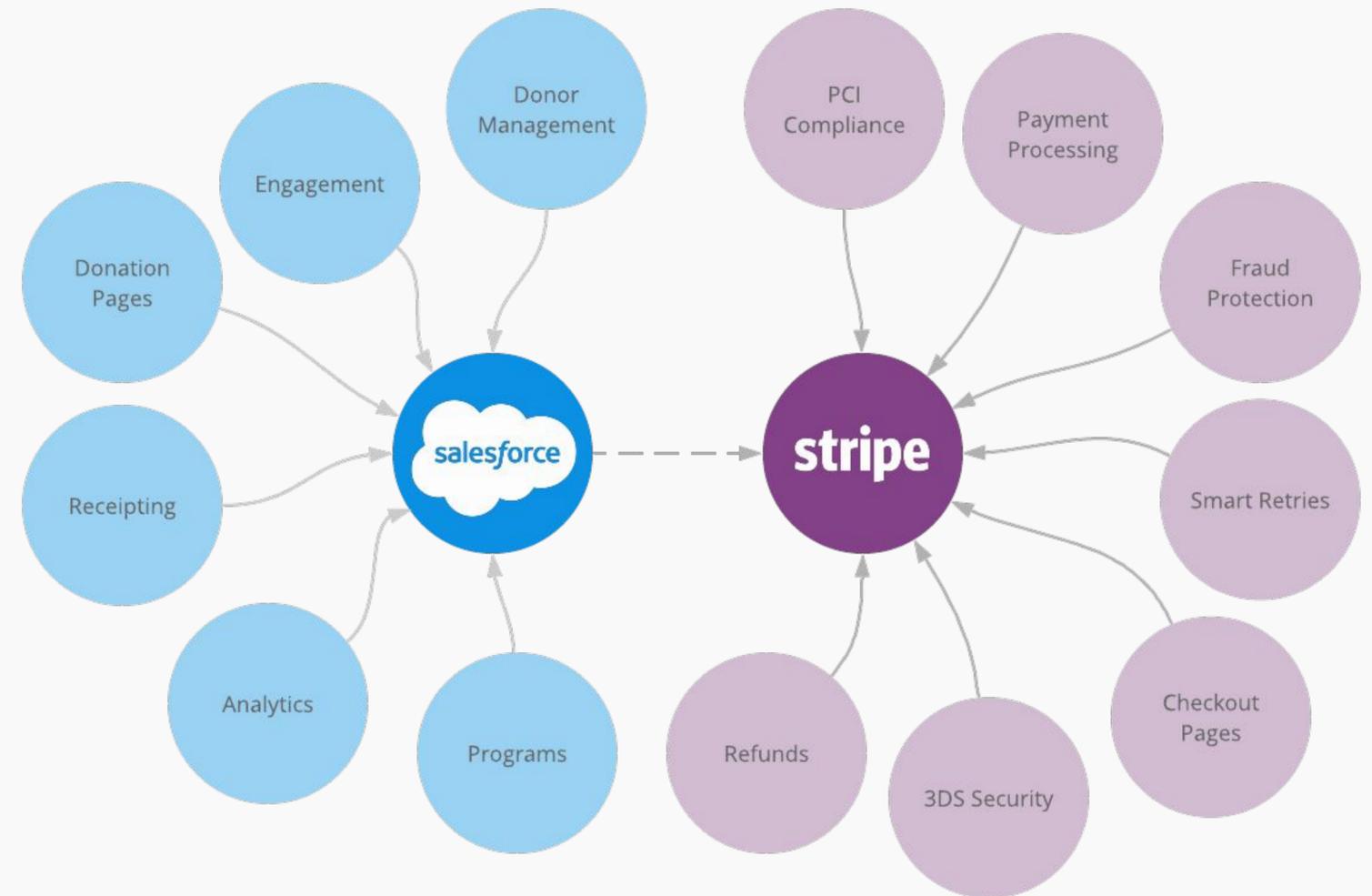
Creating the connected nonprofit organisation.

salesforce.org
nonprofit
cloud

The Salesforce Nonprofit Pack is a specialised offering built on top of the core Salesforce digital platform, the world's leading CRM technology. This solution offers nonprofits with the capabilities to track donation data, manage volunteers, events, as well as program management, as shown in the below illustration.

The Salesforce platform and ecosystem further supports this offering by providing organisations across many functional areas, including marketing, service management & delivery, reporting and data insights, as well as a large range of online training resources.

The NPSP+ extends this comprehensive offering to automate the processing of single and recurring payments (using Stripe), receipt management, as well as the ability to create your own publicly facing donation pages.

The world's leading payment gateway is now available to everyone.

stripe

Secure and Reliable Recurring Gifts Processing

At the core of a market-leading fundraising solution is the ability to reliably and securely execute payments, both for single or recurring donations. Stripe performs this function with incredible accuracy and reliability and the NPSP+ solution manages all transaction outcomes natively within your Salesforce platform so you can track donation history, retry attempts, and donor value.

Secure Checkout Payment Pages

Stripe offers the ability for donors to securely transact over the Internet using Checkout Pages enabling safe credit card processing without the need for the donor to ever pass this information to your supporter relations team (thereby ensuring full PCI compliance).

Smart Retries (using Artificial Intelligence and Machine Learning)

Failed payments and the algorithms used to recover these are at the core of a nonprofit's ability to maximise donation income. In contrast to most payment solutions where retry schedules are organisationally defined and executed at regular intervals (such as 3 times every Tuesday), Stripe offers the ability to use machine learning and artificial intelligence to determine the most appropriate time to retry a failed transaction for each individual donor, based on behaviour and available funds. This allows your team to recover substantially more lost revenue than in more traditional models, at times up to 64% more in recovery rates.

Donation and Payment Management.

The NPSP+ extends the native Salesforce Nonprofit Success Pack donation management functions by automating payments and allowing refunds to be processed directly from within the Salesforce platform.

The solution allows your supporter relations team to process donations using secure methods of processing and payments.

All donations are associated with campaigns to ensure measurability, financial tracking, and association with default receipt templates.

Once a donation has been created and set up for payment, your users have the choice to interact with the donor in two different ways to collect credit card details as shown below.

One-Off Donation

How would you like to process the Donation?

| New Donation | Existing Donation |

Donation Information

* Amount
$100.00

* Date
12/03/2020

* Campaign
Major Gift Program - 2019

How would the Donor like to process the Credit Card payment?

| Secure Payment Link | Telephone |

The Donation will be processed via a secure page link that will be provided via Email or SMS

Donation Page Information

Show Personal Message

Hello Street Steve! Please confirm the donation details and process a payment. Thank you!

Cancel   Submit

Secure Link

A link to a secure payments page to the donor via email or SMS. The donor then processes the payment and transaction outcomes are managed in Salesforce automatically.

Telephone

Allows your team to accept credit card details whilst the donor is on the phone and enter these into the system.

Receipt Management and Distribution.

The management of receipts is a powerful extension of the Salesforce Nonprofit Success Pack by allowing multiple receipt templates to be available to donors (via campaign configuration).

When single donations are processed successfully, the specified receipt is sent to the donor via email (receipt templates are based on using Salesforce's Lightning Email Templates). The acknowledgement date is recorded against the donation (using Salesforce opportunities) and the donation status is changed to acknowledged, as per the Salesforce Nonprofit Success Pack.

Annual (or recurring) gift receipts can be produced in bulk by your team using a targeted user experience (shown below). This allows for a search to filter results based on tax year, specific contact as well as receipt status.

Once a list of applicable recurring gifts are returned alongside the donor details, you have the option to either distribute these via email (based on the specified template) or export to a CSV file for either mail merges or distribution to mail houses.
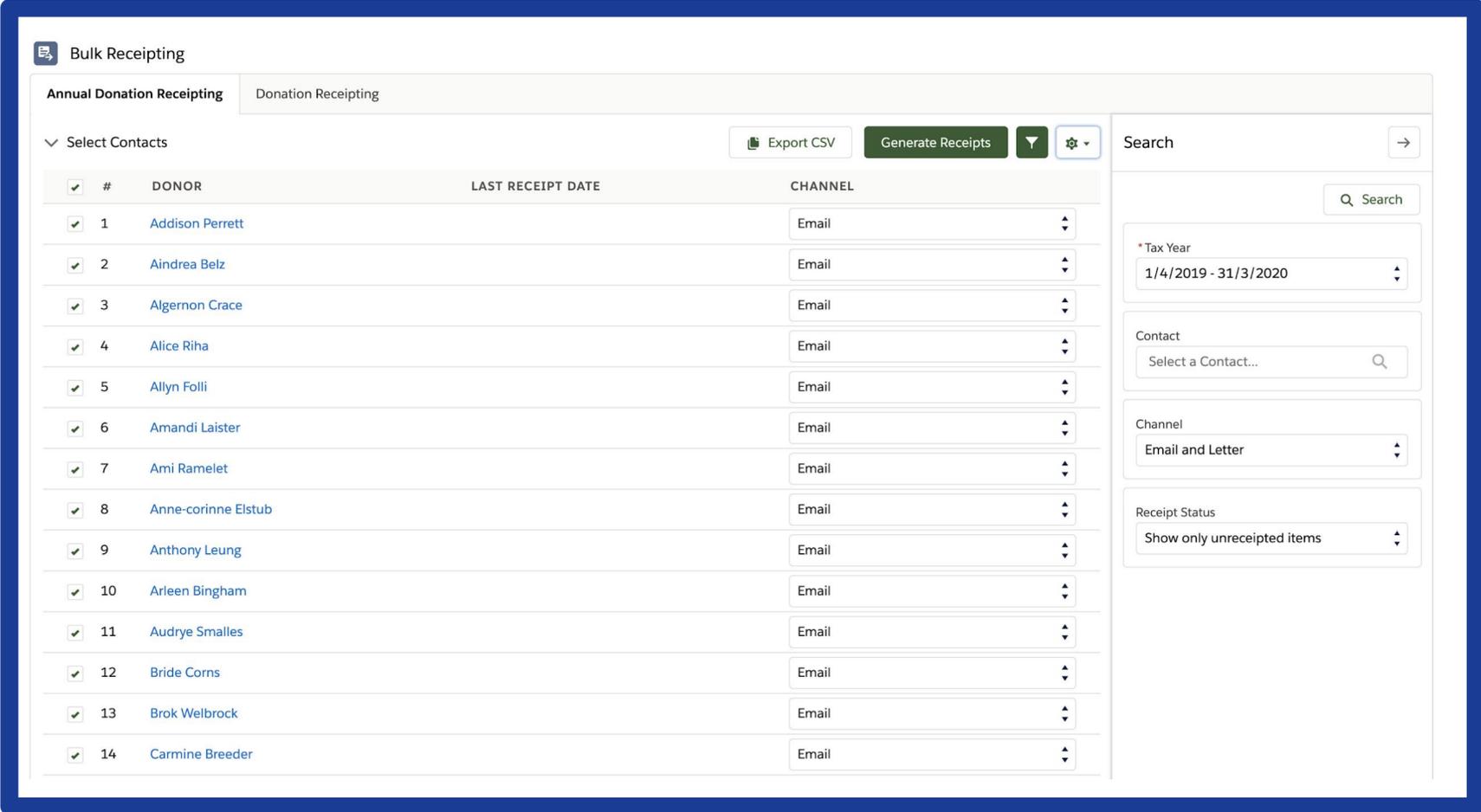
Create your own Donation Pages with ease.

Building public donation pages has traditionally been a complex and technical task, usually via integration with websites and the Salesforce platform backend services. We have changed the approach to donation pages by offering you the capability to create your own donation pages via simple configuration rather than complex coding.

The ability to create your own donation pages significantly reduces technical complexity and technology debt across your solution architecture.

It also places the power to create these pages directly within the supporter relations team rather than making this an ongoing technical development task. All donation pages are securely hosted by Salesforce and natively connected to the platform; it is also possible to embed your donation pages directly into your existing website to ensure a consistent donor experience.
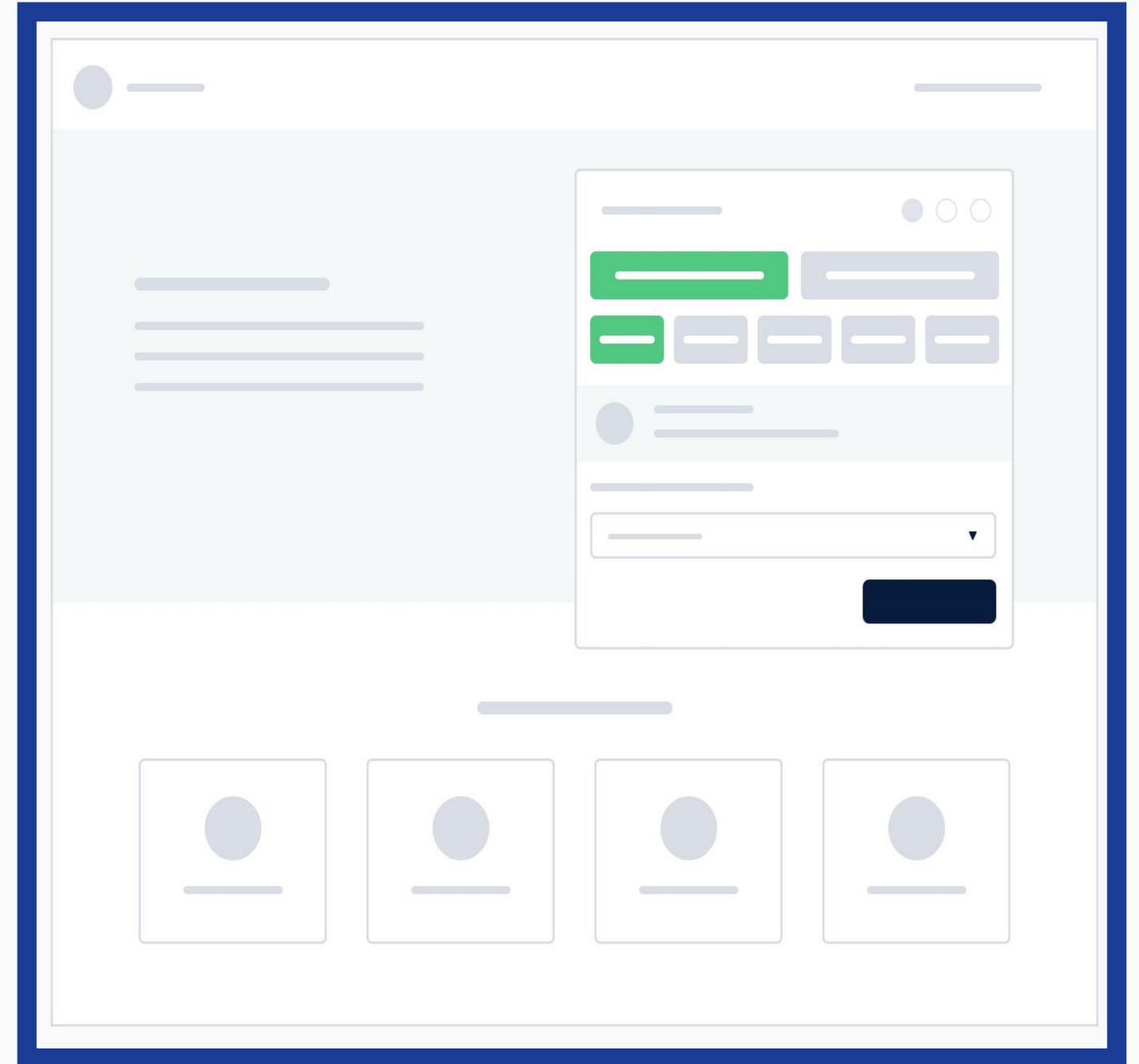
Multiple Configuration Options

You are able to configure images, banners, text content, payment structures, colours, and success/failure messages without the need for any coding at all.

Online Donor Engagement.
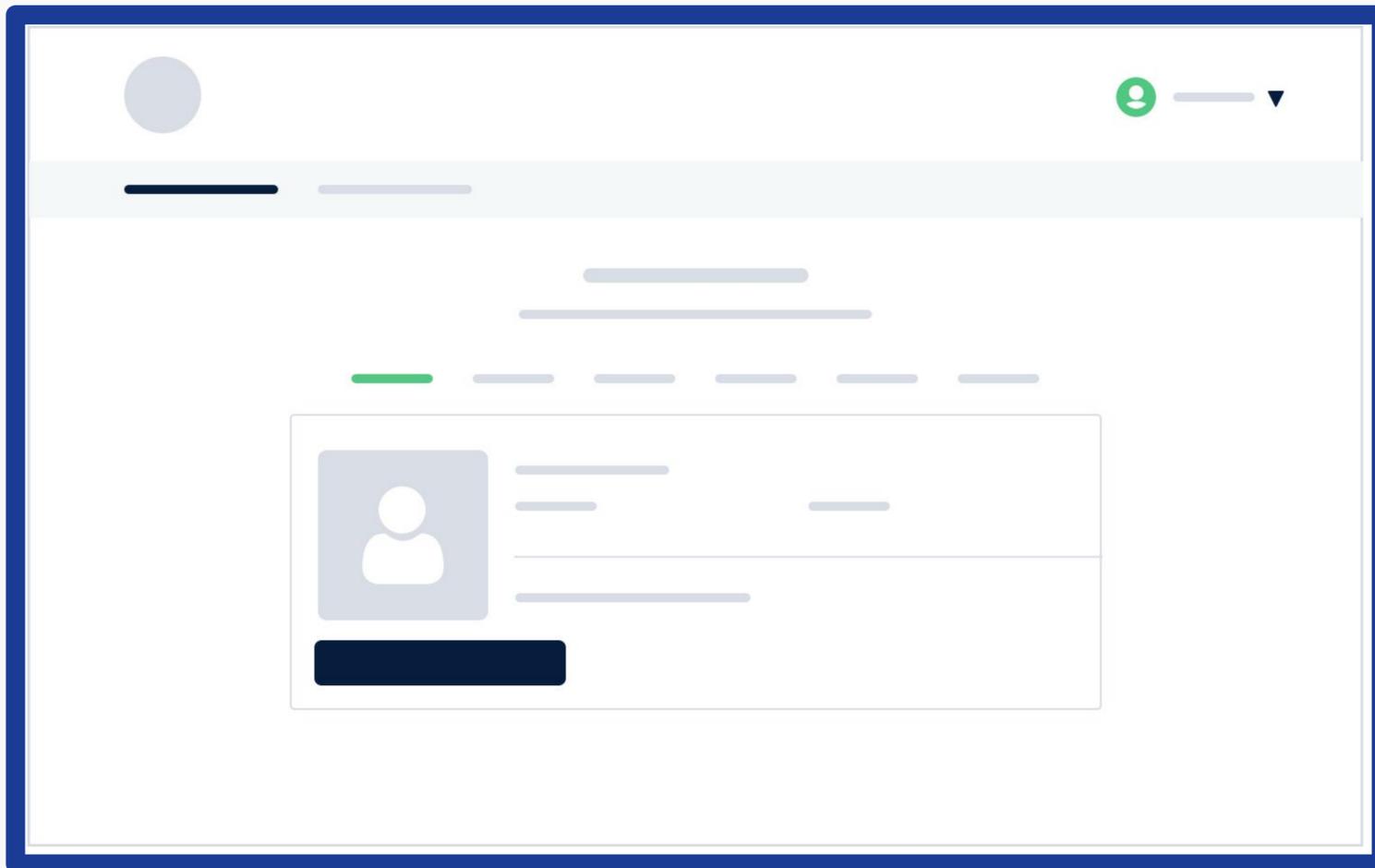
Our experience has shown that the majority of time spent by a typical supporter relations team is dealing with administrative tasks, such as updating personal information, re-issuing receipts and change recurring gift details.

We have taken these statistics and developed a series of online donor management components that can be embedded within your Salesforce Community Cloud platform to remove up to 58% of all current administrative tasks.

Our online donor management components are able to enable self-service functions across a number of commonly performed tasks, including the following:

- Personal Details Update, such as Name, Address, Phone, Email, etc
- Receipt History & Download, such as Single Donation Receipts and Annual Receipts
- Recurring Gift Management, such as Upgrades, Credit Card Details, etc

By enabling donors to connect with your organisation directly online, we are not only able to reduce administrative overhead and free up your team's time to focus on donor retention and growth but also invite donors into your digital world to engage more deeply.

Connect with us

Get started on your fundraising journey today.

24 Call for advice
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Fundraising at its best.