



# FUNDRAISING SERVICES

Trusted Campaign Operations from Salesforce.org

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Direct marketing campaigns are critical to your fundraising program's success, and your team should focus on strategy—not operations.

That's why Salesforce.org offers Fundraising Services.

Our Fundraising Services team works alongside your staff to understand and execute your marketing vision—giving your team more time to focus on high-impact initiatives. We augment your skills with specialized data, delivery, and account resources that drive proven marketing results.

With extensive experience managing complex production schedules for top enterprise accounts, the Fundraising Services team has the industry expertise required to ensure a smooth operational transition and deliver immediate value.

**LET'S TAKE A CLOSER LOOK AT FUNDRAISING SERVICES.**



## WHAT'S INCLUDED

### Dedicated campaign team

A blended team of data, delivery, and account resources ensures you have a full range of skills at the ready to support your direct marketing campaigns

### Managed campaign operations

Our team handles all offline production activities for you—including mailplan review, counts, final segmentation, and output of production-ready files—for a minimum of 48 campaigns per year

### Proven production schedule management

Weekly production meetings and shared timelines keep your program aligned and on-schedule

## OUTCOMES



### Increased Capacity and Coverage

Our team is an extension of yours—we're partners in executing your strategic vision



### More Time Invested in Strategic Work

We handle the operations so you can focus on other high-impact initiatives



### Smooth Marketing Transition

Our years of expertise in direct marketing allow for a smooth operational transition, driving immediate value for your team

## HOW IT WORKS

Our aligned production schedule drives operational efficiency



## READY TO LEARN MORE?

Contact your Account Executive to connect with our Fundraising Services team.