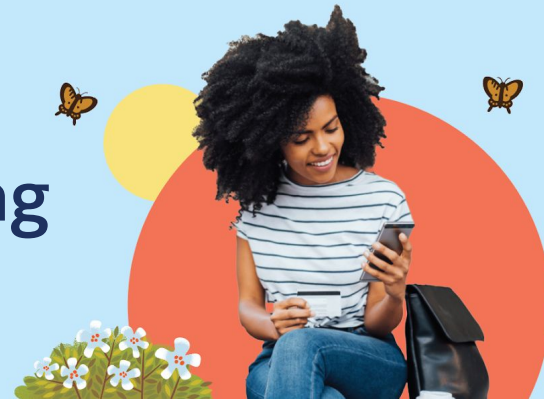


Resources & Webinar Highlights

Clean Data & Supporter Journeys for End of Year Giving



End of Year Giving is rapidly approaching, and for many this year is important, yet also more challenging than ever. Ensuring that it is clean and accurate will help you create the deeply personalized experiences that convert constituents into life-long supporters.

Key Takeaways

Ensures Clean, Trusted Contact & Household Data for Campaigns

Robin Hood Foundation went from 35K to 100K donors in one year with their Rise Up New York event in response to COVID-19, but that kind of growth can create duplicate donors. Hao implemented Insights Data Integrity in preparation for end-of-year giving, and found 10X the number of duplicate contacts he found with existing duplicate tools. This will save them money, time, and creating a better donor experience. As Hao puts it, NPSP and Insights Data Integrity helps them:

- Correct segmentation based on a donors' annual giving level and avoid wrong insights around a donor's ability to give
- Ensure the right approach when reaching out to donors to engage them in the most effective ways
- Improve operational efficiency and avoid inflating the number of donors

Create Supporter-Centric Journeys for End of Year Giving

This year end of year giving is going to be different for many of us with in-person meetings and events being curtailed and digital channels increasingly cluttered. That's why setting up a strong message and digital experience across journeys is so important.

Brad helps nonprofits on their own path to create donor-centric journeys that are compelling, personalized, and best of all automated based on that clean data Hao spoke about. In this webinar, he shared how you can:

- Automatically capture data on supporter desire, intent and motivation that can be used for journeys, and how to create value in exchange for that data
- Align on roles and teams to capture this data and drive collaboration across teams responsible for experiences like events, email, social, ads and more
- Define your audiences and personas to understand needs and drive segmentation
- Create cross-channel journeys that help you cultivate & steward donors like welcome series and more

Speakers



Jarrett OBrien
Director of Product
Marketing



Hao Lu
Database Administrator,
Robin Hood



Brad Shapiro
Principal Marketing
Cloud Advisor

Watch the full recording of the webinar [here](#).

Clean Data & Supporter Journeys for End of Year Giving

Products and Features

Capabilities that help you have a successful end of year and Giving Tuesday

1. [Nonprofit Success Pack \(NPSP\)](#) is a series of managed packages, installed on Salesforce CRM. It turns the #1 CRM for businesses into a Constituent Relationship Management system for nonprofits.
2. [Insights Platform Data Integrity](#) is a paid product that helps you to cleanse your data, making it accurate, complete, and reliable. All of your mailing addresses are converted to the USPS postal standard format, updated automatically by National Change of Address, and contacts are de-duplicated.
3. [Marketing Cloud's Journey Builder](#) is a campaign planning tool that enables you to design and automate campaigns that guide customers through their journey with a brand. Its foundation is the journey, which is the communication plan you design.
4. [Pardot's Engagement Studio](#) enables marketers to build intelligent, automated programs that engage prospects at every step of the customer journey.

More Resources

[Watch the Webinar](#)
[Content](#)
[Training](#)

Fundraising & Marketing

[Demo Video: Fundraising & Marketing](#)
[Segmentation, Cultivation and Stewardship of Donors](#)
[Webinar: End of Year Giving with ADL & First Book](#)
[Trailhead: Fundraise with Nonprofit Cloud](#)
[Trailhead: Campaign Mgmt with Nonprofit Cloud](#)

Clean, Trusted Data

[Demo Video: Insights Data Integrity](#)
[Webinar: Data-Driven Fundraising on NPSP](#)
[Trailhead: Explore the Nonprofit Success Pack](#)
[Trailhead: Get Started with Data Quality](#)

Supporter Journeys

[Creating Constituent Journeys](#)
[Marketing Maturity Assessment](#)
[Nonprofit Crisis Communication Guide](#)
[Trailhead: Journey Builder Basics](#)

*Trailhead is a free learning platform with a library of educational, bite-size Salesforce content

