



Helping organizations navigate the rapids of technology

Salesforce.com for Nonprofits Myths and Facts

- Salesforce.com donates \$15,000 of its web-based CRM service per year to nonprofits
FACT: Salesforce Foundation will donate the Enterprise version of its software to any qualifying nonprofit, with the ability to renew that donation annually. The market value of the Enterprise version is approximately \$15,000/year.
- Salesforce.com (SFDC) will someday start charging us for using its service.
MYTH: According to the Salesforce Foundation, Salesforce.com is dedicated to providing this donation of service to nonprofits indefinitely.
- SFDC takes too much time and money to customize for nonprofits
MYTH: While the “out of the box” SFDC application has a lot of for-profit language in it, all of it can be changed easily with a very simple web interface, and can be customized in a matter of weeks.
- SFDC is only for nonprofits who can’t afford anything else
MYTH: Many large organizations with virtually unlimited budgets have chosen SFDC as their tool for **all** of their database needs. While it’s a superb solution for those on a small budget, it is an Enterprise level solution that can scale to accommodate any magnitude needed.
- SFDC is “too much” software – we don’t need something that complicated
MYTH: As much as SFDC can be scaled up to meet your needs, it can also be scaled down, and components can easily be removed to make your interface streamlined, leaving out what doesn’t apply to you.
- SFDC doesn’t integrate with anything
MYTH: SFDC has several plug-ins that download onto a user’s computer to allow for integration with Outlook. Additional products exist to allow for easy integration with accounting and donation tools such as QuickBooks, Great Plains and Groundspring.org.
- Salesforce.com doesn’t manage Individuals like a fundraising database.
FACT and MYTH: It’s true that the SFDC interface is not structured with the individual as the key record in the database. However, the interface is easily customizable to handle individuals, couples, and households as well as organizational entities.
- I don’t need to be a programmer or techie in order to customize Salesforce.com
FACT: Anyone who is able to navigate a web site and understands your organization’s database needs will be able to set up and maintain your SFDC account with a small amount of training. No programming or prior database skills are required.
- My organization needs a fundraising tool and SFDC cannot do that.
MYTH: SFDC can be configured to handle and import any kind of data your organization needs to track, whether it is grants, donations, membership fees, or event attendance and costs.