



Helping organizations navigate the rapids of technology

The Swift River Top Ten List

Why Swift River Consulting and Salesforce.com make a winning combination for nonprofit database implementations

- 1. The Hook: Its FREE**

Salesforce.com donates 10 user licenses to every nonprofit (i.e. Salesforce donates its web-based service which amounts to \$15,000 per year). Salesforce.com has embraced a core philanthropic philosophy since its inception in 1999.
- 2. Low Financial Risk and Total Cost of Ownership (TCO)**

Swift River works with nonprofits to make sure Salesforce.com is a good fit for organizations and keeps the cost of implementation low – ensuring that clients fully utilize their implementation and get their return on investment.
- 3. Fully customizable for nonprofit needs**

Salesforce.com is simple to customize to an organization's unique and specific data management needs. Swift River leverages the most out of the standard facets of Salesforce.com and builds additional functionality to meet nonprofits' data requirements.
- 4. Secure, but accessible from anywhere**

Because Salesforce.com is a web service, it can be accessed from any Internet connected computer, regardless of platform.
- 5. Pretty Dashboards**

Impress that hard to please ED with dynamic dashboards and get that raise you've been waiting for!
- 6. 360 degree view of your constituents**

Using Salesforce.com, Swift River can help nonprofits connect the dots of otherwise dispersed and unconnected information. Track all aspects of engagement with individuals and organizations: Program, fundraising and revenue, volunteering, granting, in-kind gifts, events, and more.
- 7. Easy to use**

Intuitive and Logical = Better Data Integrity. Because Salesforce is a web-based application, staff already understand how to use it. Swift River works with each client to model its instance of Salesforce to its unique organizational processes.
- 8. Activity and Communication Tracking**

Track email, phone calls, mailings, tasks, calendar events to establish Institutional Memory.
- 9. Integration with other software applications**

Salesforce.com can integrate with other applications like Outlook, Excel, Word, QuickBooks, Groundspring, Google Maps, Flickr and other critical applications you use daily.
- 10. Swift River is a Certified Salesforce.com Partner**

Which supposedly means we're in the club, but we never get invited to their fancy parties. While we may be Certified SFDC Partners, we are of the nonprofit community – Swift River Consultants are current and former nonprofit staff persons just like you.