MARDREAMIN'

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Agenda

WELCOME TO

MARDREAMIN'

- Changing the Nonprofit Narrative

- Why Marketing Cloud?

- Use Cases

- Demo

- Summary

- Q & A

Changing the Nonprofit Narrative

- Nonprofits can have nice things

- Nonprofits can tackle hard problems

- Marketing and Tech teams can be supported

- Success can start small to justify scaling later

- Remember to enable non-technical users

Why Marketing Cloud for Nonprofits?

- Unique Identifier is not Email Address

- Send personalized content to shared email addresses

- Send Salesforce Contact data to other Contacts

- Synchronization with NPSP rollups and reports

- The awesome Trailblazer community

Eagle Adventure Camps™
Camp Eagle • Glorieta

- Small, regional summer camp programs

- Needed to communicate to Group Leaders about children they were responsible for

- Also needed to communicate with Parents & Camp Managers of enrolled children

- Children could be enrolled in multiple camps and and their parents too

Common Use Cases

- Members of the same household share an email address and are enrolled in different programs

- Emailing parents, teachers/advisers, case managers about multiple children, students, enrollees

- Dynamically generate lists of multiple upcoming classes, exhibits, events etc.

Demo

Summary

- Synchronized Profile Attributes for Dynamic Content

- Send directly to Salesforce Campaigns

- Turn NPSP Reports into audiences (add the Case Safe ID)

- Use declarative Journey Builder activities like Path

  Optimizer and Engagement Splits

Q & A

Thank You!