



# Salesforce - Raiser's Edge<sup>®</sup>/ Raiser's Edge NXT<sup>®</sup> Integration

*“Omatic Software improves our efficiency and our time on very tedious data entry. The less time that data takes up, the more time we have to be creative about how we are reaching our donors and how their gift is making an impact across the globe.”*

## ELLEN SMITH

Director of Donor Relations,  
Conservation International  
Foundation

### Where Fundraising Best Practices and Data Intelligence Thrive

Your organization is only as strong as your constituent data. And the success of how well your nonprofit can attract and keep supporters engaged hinges on **ALL** of your constituent data. When data is living in silos, it can quickly get out of sync, and that hinders your organization's ability to accelerate its mission, connect with its constituents on a more personal level, and deliver an exceptional supporter experience.

Now you can utilize the power of Salesforce side by side with Raiser's Edge/ Raiser's Edge NXT. Seamlessly add actionable data to your Raiser's Edge database by scrubbing, merging, scoring and segmenting your most likely future donors in a snap.

### Our Salesforce - Raiser's Edge/ RE NXT Integration Enables You To:

- ✓ Standardize and translate data from Salesforce while seamlessly integrating into RE/ RE NXT.
- ✓ Convert Salesforce data into the correct format for RE/ RE NXT
- ✓ The ultimate flexibility -- capture all the desired Salesforce fields in a Salesforce report and ImportOmatic will get them all into the right location in Raiser's Edge!
- ✓ Automate your data integrations, and free your time to do what matters most -- **your mission**

### Your Organization Will Be Able To:

- ✓ Gain a full picture of each of your constituents all in one place - no more data blind spots
- ✓ Improve integration efficiencies while obtaining a clearer understanding of your data
- ✓ Ensure your organization has current, clean, and complete data that builds **trust** among staff, donors, and other stakeholders; and develops confidence within your organization