Google Forms to Salesforce for Nonprofits

A free way to capture volunteer, intake and program data, built for NPSP and Nonprofit Cloud.

> Short answer: a free native AppExchange package captures every Google Form submission into your NPSP or Nonprofit Cloud org in real time, with no middleware subscription and no third party processing beneficiary data. Submissions land on a neutral object, then you route them to Contacts, Program Engagements or Volunteer Shifts with a Flow you control.

Almost every nonprofit we work with runs on the same two tools and the same gap between them.

Salesforce holds the constituent record: the donor, the volunteer, the program participant, the case. Google Forms holds everything that arrives from the outside world: volunteer signups, program applications, intake questionnaires, event RSVPs, feedback surveys, incident reports from the field.

Between them sits a person. Usually a program coordinator, sometimes a volunteer, occasionally the executive director at eleven at night, copying rows from a spreadsheet into NPSP.

Why do nonprofits end up here specifically?

It is not a technology failure. It is a rational sequence of decisions.

Google Forms is free and takes four minutes. When a program manager needs a signup form for Saturday's cleanup, they are not going to file a ticket with the Salesforce admin, who is one person covering fundraising, programs and IT, and who has a queue. They are going to build a form.

So the forms multiply. A typical mid-size nonprofit has somewhere between five and thirty active Google Forms that nobody has inventoried. Each one is producing data that belongs in Salesforce and is not getting there.

The usual fixes do not fit well either:

- **Paid middleware** is a recurring subscription, and every recurring subscription in a nonprofit budget has to justify itself against program spend. "Software to move data between two other pieces of software" is a hard sell to a board.
- **Custom development** requires a budget line and, worse, ongoing maintenance from a sector with high staff turnover.
- **The Nonprofit Success Pack** covers a lot, but it does not include form capture.

What does the native option change?

Google Form Auto Sync is a free managed package on the AppExchange. It captures every Google Form submission as a Salesforce record the moment it arrives, with no third-party service in between.

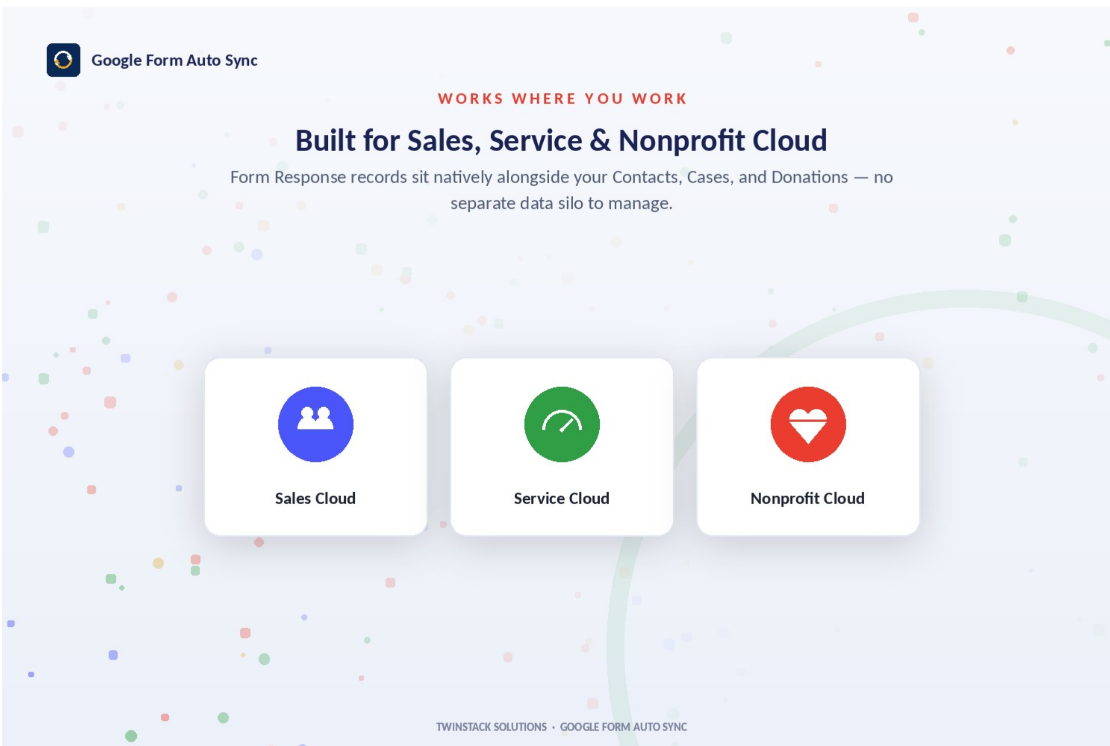
Three things about it matter specifically in a nonprofit context.

It is free with no cap. Not a discounted nonprofit rate, not ten free power-ups. There is no meter in the architecture, because the form posts directly to your org. A signup form that gets four hundred responses during a campaign costs the same as one that gets four.

No third party sees the data. This matters more in this sector than almost any other. If your forms collect information about beneficiaries, clients, minors, or anyone in a vulnerable situation, adding a commercial automation vendor to the data path is a real governance question, and one your board or your funder may ask about. The answer here is that the data goes from your Google Form to your Salesforce org and nowhere else.

It survives staff turnover. The connection is a managed package plus a script, not tribal knowledge. The dashboard shows every connected form and its last sync time, so the next coordinator can see what exists without archaeology.

Does it work with NPSP and Nonprofit Cloud?



Yes. The app captures submissions onto a dedicated Form_Response__c object rather than writing directly into Contact, Lead, or any NPSP or NPC object.

For nonprofits, this is the right design rather than a limitation. Nonprofit data models are opinionated. NPSP has household accounts and affiliations; Nonprofit Cloud has Program Engagements, Cases, and Party Relationships. An integration that guessed where to write would guess wrong.

Instead, the raw submission is captured intact and you route it with a record-triggered Flow, using the objects your org actually uses:

- **Volunteer signup form** → Flow creates or matches a Contact, then creates a Volunteer Shift or Program Engagement
- **Program application** → Flow creates a Case or a Program Enrollment for review
- **Intake questionnaire** → Flow attaches the response to an existing client record via email match
- **Event RSVP** → Flow creates a Campaign Member
- **Post-program survey** → Flow relates the response to the Program Engagement for outcome reporting

Because the original submission is never discarded, you keep an auditable record of exactly what the person entered, which is often a requirement for grant reporting and program evaluation.

What are the most common nonprofit use cases?

Volunteer management. The recurring pain: a signup form fills up, and somebody has to reconcile it against existing volunteer records before Saturday. With capture automated, the reconciliation Flow runs on submission and the coordinator sees a clean list.

Program intake. Applications arrive continuously, and the wait between "person applies" and "person appears in Salesforce" is often the longest part of the intake process. Closing it to seconds is a service-delivery improvement, not just an admin one.

Grant and outcome reporting. Surveys tied back to program records mean your outcome data is in the same system as your delivery data, which is the whole reason to have a CRM.

Field data collection. Staff and volunteers in the field can submit reports from a phone through a Google Form and have them land in Salesforce immediately, without needing Salesforce licences or app access.

How do you set it up?

The realistic version, for an under-resourced admin:

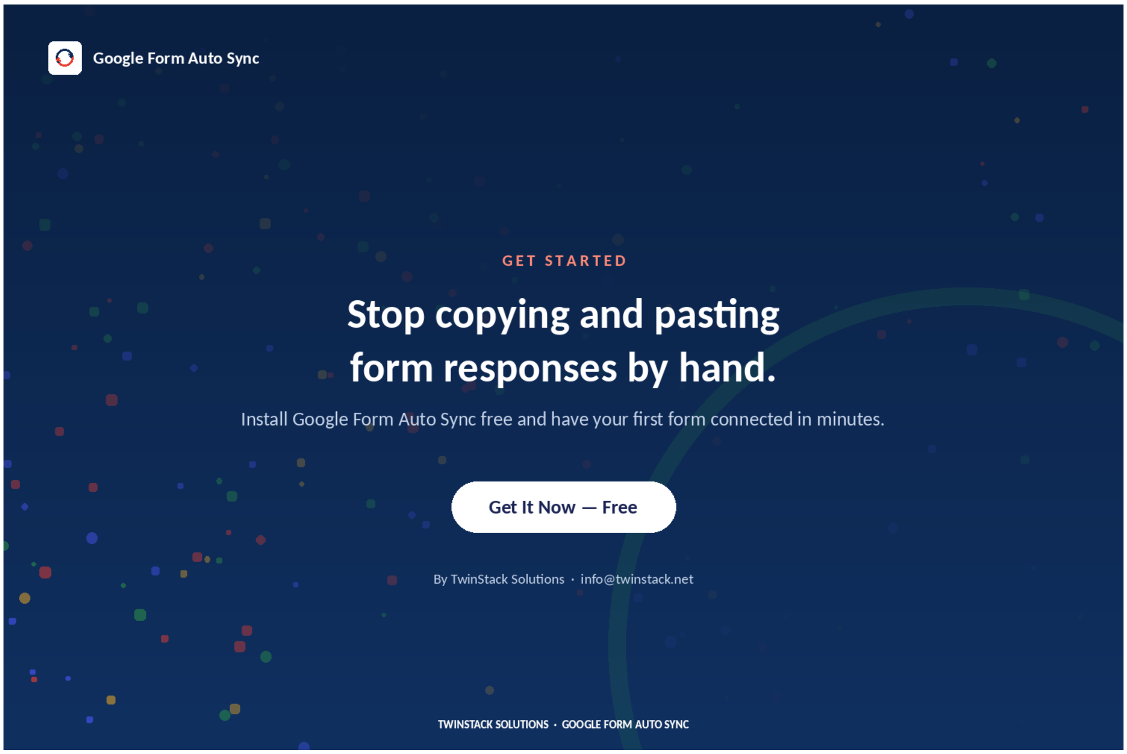
1. Inventory your forms first. Before installing anything, list every active Google Form in the organisation and who owns it. This is usually the most valuable hour of the project regardless of what you do next.
2. Install in a sandbox. The package installs in a few clicks and creates its object, permission sets and setup tab.
3. Connect your highest-volume form first. The setup wizard generates the script and credentials; you paste the script into that form’s Apps Script editor.
4. Build the routing Flow for that one form. Get one right before doing five.
5. Then roll out. Each additional form is about five minutes of connection plus whatever routing it needs.

Realistically, a single admin can get the first form live and routing properly in an afternoon.

Who built this?

TwinStack Solutions works in the nonprofit Salesforce space: Nonprofit Cloud implementations, NPSP-to-NPC migrations, and tooling built around the problems those projects surface. Google Form Auto Sync came directly out of client work, because the same gap showed up in project after project.

We keep it free because the nonprofits who need it most are the ones least able to add another subscription.



[Get Google Form Auto Sync free on the AppExchange →]()

Planning an NPSP-to-NPC migration or a Nonprofit Cloud implementation? That is our day job. Get in touch at twinstack.net

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Google Form Auto Sync is built and maintained by TwinStack Solutions, a Salesforce partner. Questions about setup: info@twinstack.net