

Find 360

POSITIONING PACK: FUNDRAISING & DEVELOPMENT · JUNE 2026

The gift was always one *introduction* away.

Find 360 reveals the peer relationships inside your Salesforce data — so your team can see who knows your next major donor, and how to reach them.

THIS DOCUMENT CONTAINS

- The Scenario
- The Solution
- Where Find 360 Makes a Difference
- How It Works Inside Salesforce
- Why It Matters — Expected Outcomes
- AppExchange Listing Copy

Find 360 for Fundraising

The gift was always one introduction away.

THE SCENARIO

You have data on thousands of donors. But the gift depends on who makes the ask.

In fundraising, almost every major gift begins the same way — not with a campaign, a mailer, or a cold call. It begins with a conversation between people who trust each other. A board member who knows a prospect personally. A long-time donor whose professional circle includes exactly the kind of philanthropist your organisation needs to reach. A volunteer whose network stretches into communities your team has never directly engaged.

The problem isn't that those connections don't exist. For most organisations with an active Salesforce database, the connections are already there — recorded across contact records, account affiliations, activity histories, and event attendance. The problem is that no one can see them.

Development teams spend enormous effort cultivating individual relationships, while the peer pathways that could warm a cold approach — or accelerate a cultivation already in progress — sit invisible inside their own CRM. The board member who plays golf with the prospect isn't surfaced. The existing donor who sat on the same company board three years ago isn't flagged. The volunteer who attended the same university isn't connected.

When every development officer has to rely on memory and instinct to navigate their organisation's relationship network, gifts get delayed, prospects go cold, and the most important introductions never happen.

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Research in philanthropic giving consistently indicates that a personal ask from a peer — someone known and trusted by the prospect — is among the most effective drivers of major gift conversion, often outperforming digital channels, direct mail, and event-based cultivation.

Non-profit sector research

Make the invisible network visible — directly inside Salesforce.

Find 360 turns your existing Salesforce data into a living, interactive relationship map. For fundraising and development teams, that means a single click on any prospect record can reveal the full web of connections between that person and the rest of your database — donors, board members, volunteers, alumni, and corporate contacts — laid out visually, at a glance.

Instead of manually cross-referencing records, your team can see the relationship graph immediately. Find 360 traverses multiple degrees of connection — not just direct relationships, but second and third-degree paths — so you can identify the shortest warm route to a prospect you're actively cultivating.

For peer-to-peer campaigns, Find 360 gives campaign managers a clear picture of each volunteer fundraiser's network reach inside Salesforce, helping you build stronger fundraising teams and assign volunteers to the prospect segments they're most naturally connected to.

For board engagement, development officers can walk into every board meeting prepared — knowing exactly which board members are best positioned to open specific doors, and which relationships are already warm enough to support an introduction conversation.

WHERE FIND 360 MAKES A DIFFERENCE

Major Gift Cultivation

Identify which existing donors, board members, or supporters have a direct relationship with a prospect — and find the warmest path to an introduction.

Peer-to-Peer Campaigns

See your volunteer fundraisers' relationship reach inside Salesforce. Build campaign teams based on who is genuinely connected to the segments you're targeting.

Board Engagement

Equip your board with a clear picture of which prospects they're already connected to, so every board meeting produces actionable introductions.

Prospect Discovery

Uncover donors and supporters whose connections to high-capacity prospects you didn't know existed — buried in your data until Find 360 surfaces them.

HOW IT WORKS INSIDE SALESFORCE

Find 360 is a native Lightning component — no integration, no separate platform, no data export required.

1

Drop it into your Lightning page

Install from the AppExchange and add to any record page using Lightning Page Builder. Works with your existing objects, including Nonprofit Cloud and NPSP layouts.

2

Open any record and click to explore

A single click launches the Find 360 relationship map. Your full network of connections radiates outward from that record — rendered as interactive nodes.

3

Follow the path to your prospect

Hover to preview details. Click to expand further. Drag to rearrange. Spot warm paths, identify gaps, and decide who is best placed to make the introduction.

4

Share the picture with your whole team

Because Find 360 lives inside Salesforce, every relationship insight is accessible to every team member with the right permissions — keeping cultivation coordinated.

WHY IT MATTERS — EXPECTED OUTCOMES

While every organisation's results will vary based on data quality and adoption, teams using Find 360 for fundraising can expect:

- **Reduced time-to-introduction** Warm paths that previously required hours of manual research are surfaced in seconds.
- **Higher major gift conversion rates** More prospects approached through peer connections rather than cold outreach.
- **Better board ROI** Every board meeting produces actionable introduction targets rather than generic cultivation updates.
- **Stronger peer-to-peer campaigns** Campaign teams assembled based on actual network data, not guesswork.
- **No missed connections** Relationships that would otherwise sit invisible in the database are brought to the surface — ensuring no warm path goes unused.

APPEXCHANGE LISTING COPY

App Title

Find 360: Interaction Map

Short Description

See every relationship in your Salesforce data — instantly. Map connections, discover warm paths, and unlock the network hiding in your CRM.

Key Features

- **One-click relationship maps** Expand any record to reveal its full web of connections instantly.
- **Multi-tier exploration** Follow relationships across multiple degrees of separation.
- **Custom object support** Works with your unique Salesforce data model, not just standard objects.
- **Lightning native** Drops straight into Lightning Page Builder — no code required.
- **Interactive nodes** Hover to preview key information without leaving the map.
- **Mobile ready** Full functionality on Salesforce Mobile.

Tagline Options

- The relationship map hiding inside your Salesforce data.
- See who knows who. Make the right introduction. Secure the gift.
- Turn your Salesforce records into a living map of human relationships.

Salesforce Compatibility

Sales Cloud · Service Cloud · Nonprofit Cloud · Experience Cloud

Keywords & Tags

relationship mapping · peer-to-peer fundraising · nonprofit fundraising · donor management · stakeholder mapping · major gifts · peer fundraising · warm introductions · nonprofit cloud · NPSP · relationship intelligence · Lightning component

The relationship map hiding inside your Salesforce data.

Find 360 is a native Salesforce Lightning component, available on the AppExchange.

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