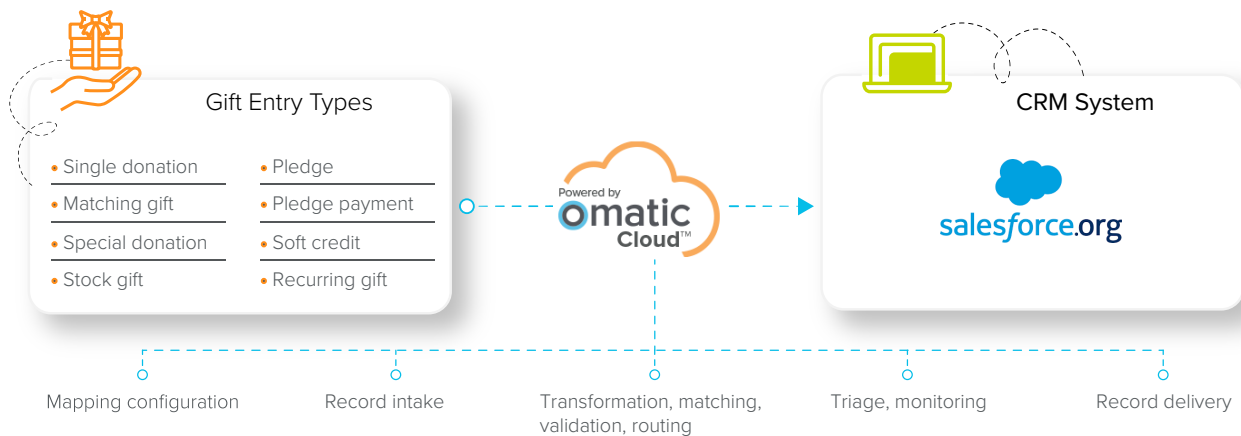




## Omatic Cloud Gift Entry for Salesforce

Change data entry time into time for everything else.

Omatic Cloud reduces gift entry time from hours to minutes. Omatic eliminates the creation of duplicate records, cleans and standardizes data, and gives admin and data entry teams more time to focus on everything else. Increased efficiencies combined with a new level of data quality enhances donor engagement, improves the supporter experience overall, supports increased revenue and donor retention – ultimately providing more resources to deliver on your mission.



### What happens when donor and gift data aren't effectively integrated into Salesforce?

- A lot of time is wasted is wasted on customizing native import tools that are not built for nonprofit data flows, like split gifts and recurring donations. **The result?** Inaccurate data being imported and duplicate records being created.
- Delays in acknowledgements which lead to a poor donor experience.
- Manual data entry can cost your organization undue hours and prevent team members from focusing on other important priorities.
- Add to that the potentially negative donor experience, and you may see revenues decline as costs remain high.

### What do you gain with proper, expedient donor and gift data integration?

- ✓ A highly configurable data integration tool with nonprofit-specific features.
- ✓ An expedient and error-free data import experience that will reduce your gift entry effort from hours to minutes.
- ✓ Properly transform and standardize your data, clean it up along the way, and ensure the prevention of duplicate records.
- ✓ Never worry again about delayed donor acknowledgments, misspellings in donor communications, duplicate solicitations, or reports that are not current. Teams can concentrate on providing the supporter-experience that your donors expect.
- ✓ Saving time means saving money, and repurposing team-member time is cost-effective.
- ✓ Creating a solid supporter experience that will better sustain increased donor retention and larger gifts – more revenue on top of more cost-efficient gift entry.

Omatic Cloud provides a secure, common data ingestion point, and a common integration experience, across nonprofit data systems. Our integration platform was built specifically for the nonprofit sector and ensures bidirectional flow of data that are exclusive to that sector. Omatic Cloud guarantees up-to-date, error free, and a full picture of supporter data everywhere.

