



storeconnect

Revolutionizing Association
Membership, Education & Giving
Programs





All of this, out of the box...

StoreConnect Key Features

- Works with Sales Cloud, Education Cloud, Gov Cloud and Nonprofit Cloud(s)
- Full Commerce functionality
- Integrated Point of Sale
- Memberships
- Subscriptions & recurring payments - variable & fixed price support
- Integrated event booking system
- Student enrollment using Custom Forms and Custom Data features to capture data
- Subscription, Complete Content Management System
- Multiple Websites in one Salesforce Org (# based on licence)
- Rewards points & Member loyalty
- Stock & inventory management
- Multiple tax / shipping zones
- Gift certificates / vouchers / promotion codes
- Unlimited transactions on every plan
- No integration / API issues - everything in one place
- Salesforce AppExchange award-winning partner
- A single, simple [license fee](#) plus a % of gross transactional sales



The Challenges of Expanding Association Offerings

Adapting to Changing Member Expectations

As demand grows for flexible, online and on-demand learning options, associations are under pressure to expand their offerings and stay relevant in a fast-changing professional landscape.

Traditional approaches to member education and engagement are no longer enough to meet the needs of today's professionals and partner organizations.



Key Association Challenges StoreConnect Solves

Shifting Member Expectations

Members expect more flexible, digital experiences, whether that's online learning, easy access to resources, or tailored content. Associations need to keep up or risk losing relevance.

Flexible, Online Learning

More members expect learning that fits their schedules—on-demand, self-paced and remote. Associations are expected to offer personalized paths, but doing that at scale is tough without good systems and data.

Staff Capacity and Internal Load

Limited staff and double work managing systems are common. Without better tools, burnout and inefficiencies can take a toll on long-term sustainability.

Outdated Systems and Processes

Many associations still run on disconnected tools and manual workflows. That slows things down and makes it harder to engage members effectively or adapt quickly.

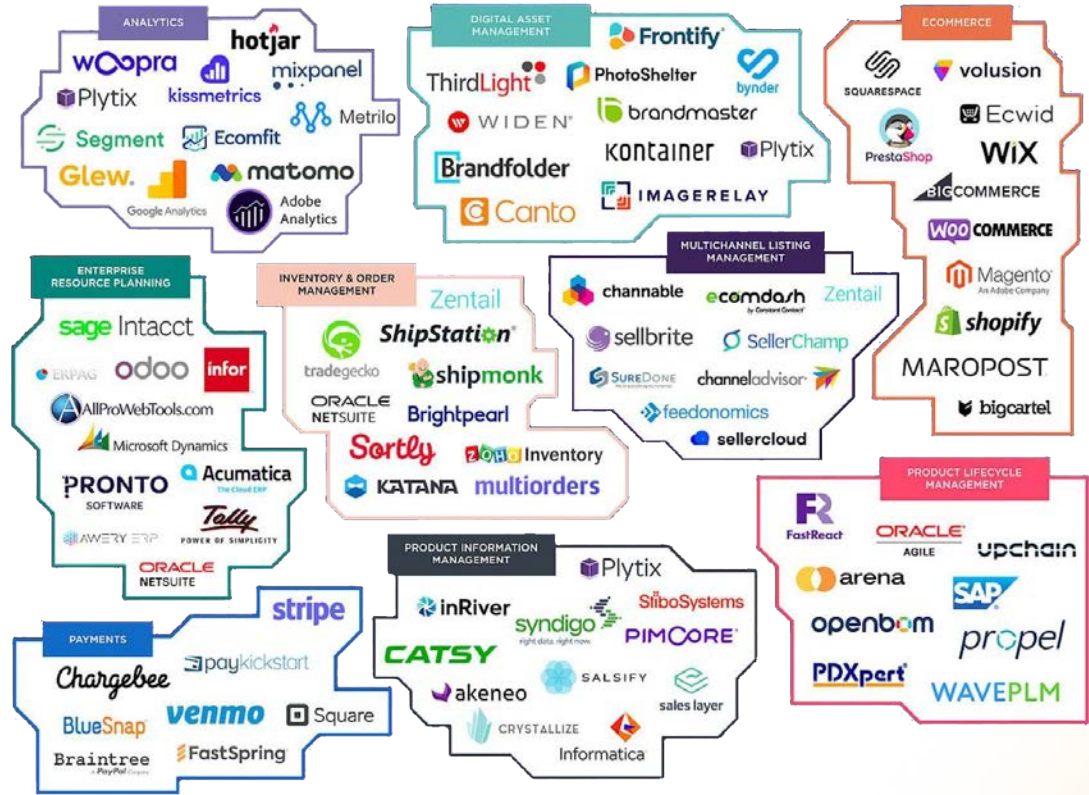
Systems Are Disconnected

Enrollment, payments and course access are often spread across different platforms. That makes the experience frustrating for members and harder for staff to manage.



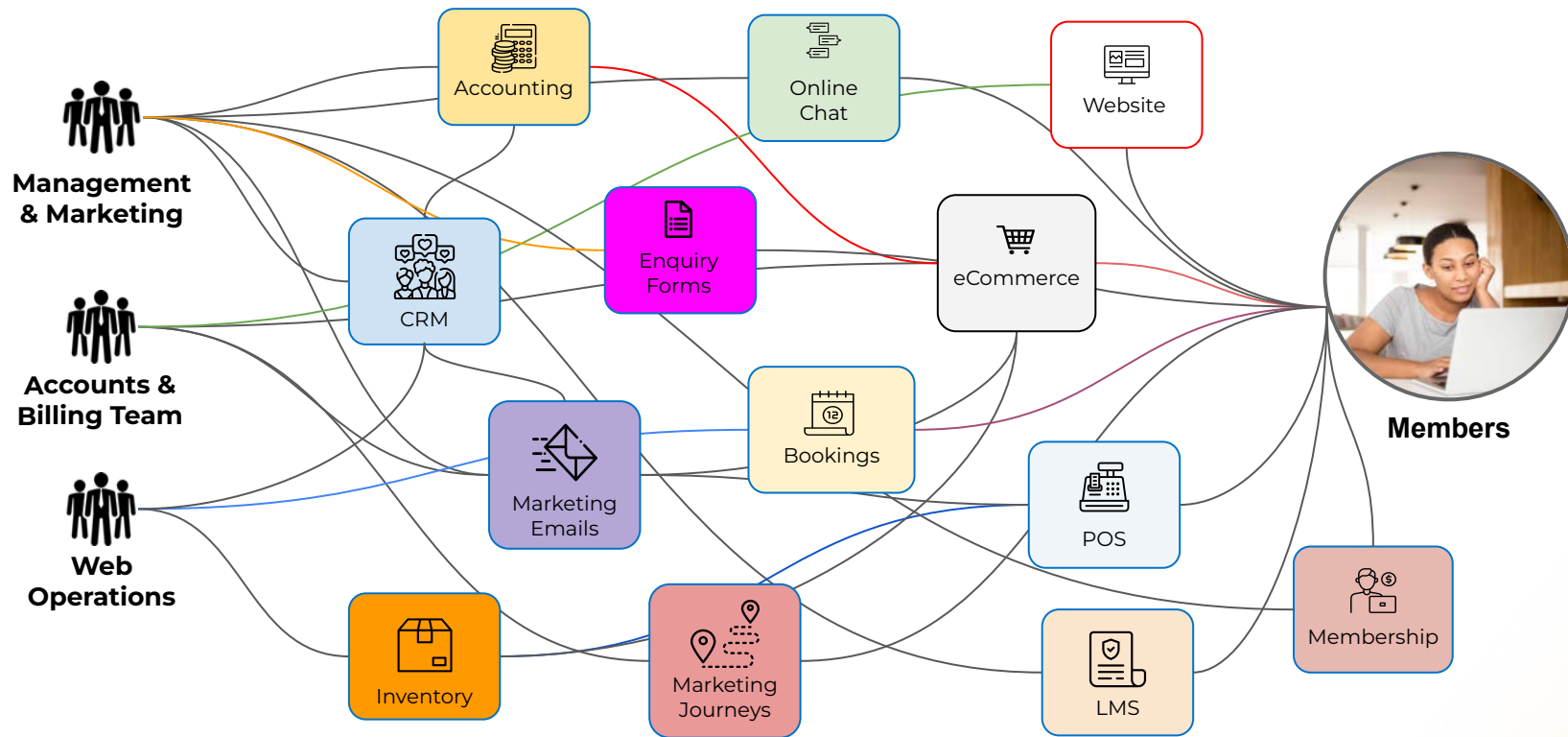
Integration Nightmare

- New technology requirements have meant adding on more systems to increase functionality.
- Traditional “solutions” are just a mess of integrations. 20+ different systems in use.
- They’re not frictionless.
- They’re frustrating!
- They lack accurate, current information.

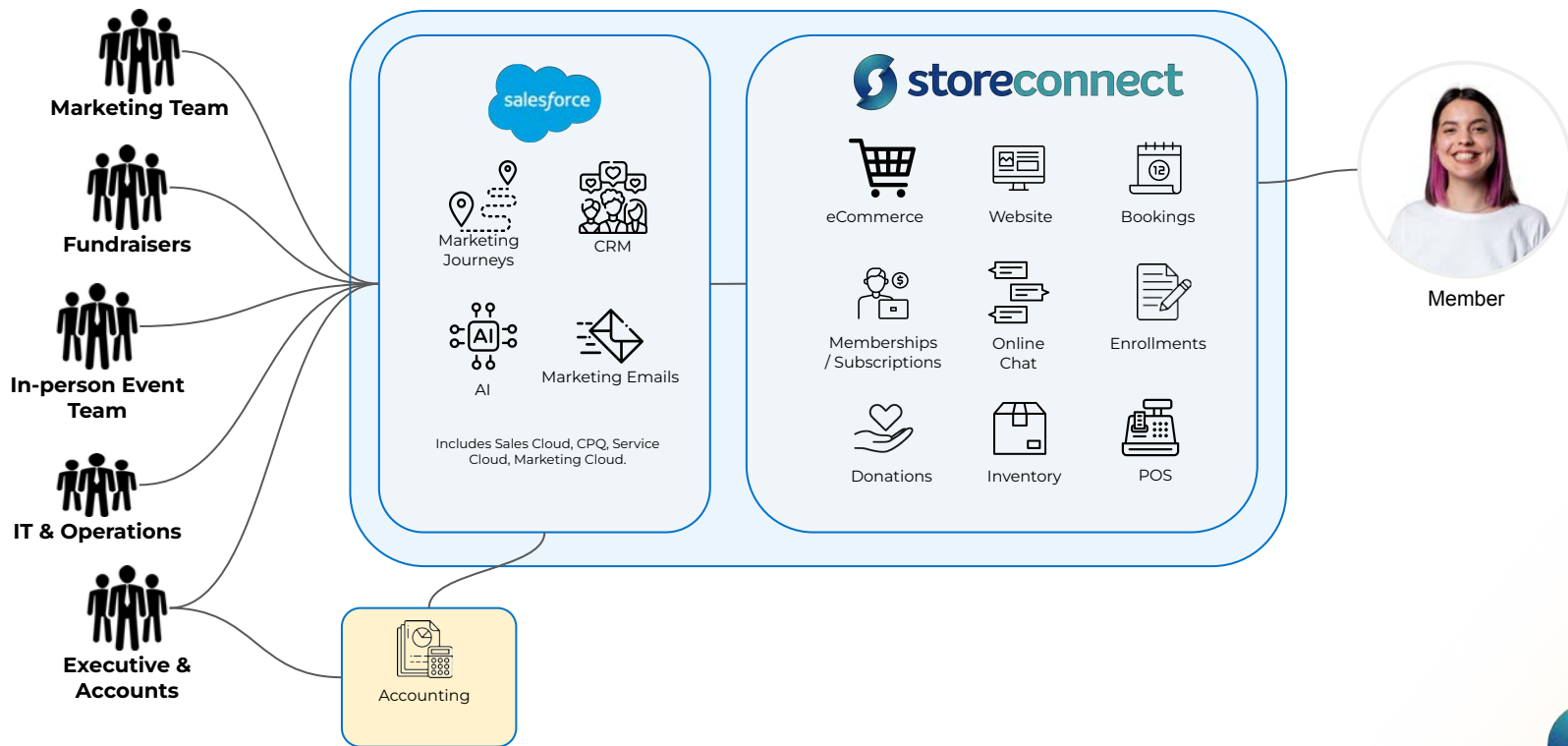


Credit: <https://www.plytix.com/blog/ecommerce-tech-stack-infographic>





StoreConnect Architecture



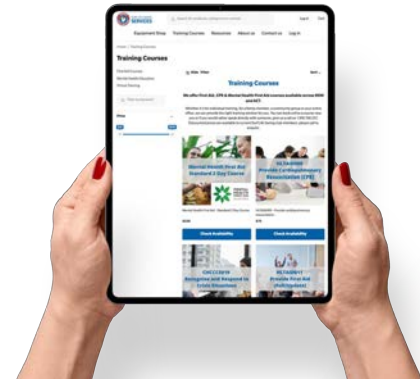
Run Your Website & Chapter Sites

Migrate your Association website and individual Chapters to StoreConnect using the CMS and manage it out of Salesforce.

Chapter Volunteers can manage their own sites and Association Staff can approve changes.

- Supports custom HTML, from opening <html> tag to closing
- Create your own CSS
- Import your own Javascript
- Supports Liquid templating language for dynamic content
- Simplified management of pages or articles/blogs
- Reusable content blocks
- Fully customizable mobile responsive design

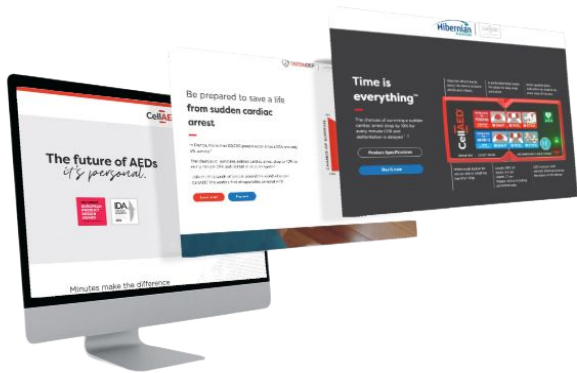
- Customize every page in the store, including the checkout page for the exact look and feel to match branding requirements
- Switch between themes dynamically to preview them on live data without interrupting existing design
- Add locales to themes for different languages
- Modify all existing wording on the site



Multiple sites, centrally managed

Launch multiple chapter or event & fundraising campaign sites for your various initiatives, all managed from within your Salesforce org.

- Set up detailed permissions for your various team members, chapter leaders and volunteers within Salesforce controlling who can edit and publish content on which site.



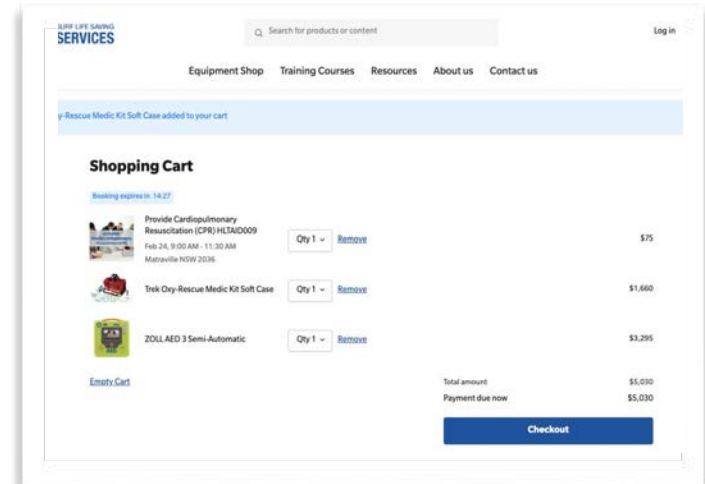
- Launch new websites or transactional sites for different campaigns.
- Launch sites for seasonal campaigns and shut down once campaign is finished.
- Launch new sites based on language, region or currency, all centrally managed out of the one Salesforce org.
- Manage centralized reporting within Salesforce using standard Salesforce functionality in reports and dashboards.
- Number of websites out of the box varies with licence plan. See [StoreConnect Pricing](#) for details. Ability to add extra websites on your plan limit for a fee.



Combined Checkout Function

Combine memberships, donations, ticketing, sponsorships and merchandise at checkout:

- StoreConnect allows you to have a combined checkout functionality for a variety of transactions. No need to switch platforms for merchandise, donations, subscriptions or memberships.
- The donation cart page lists the various items being paid for — the recurring sponsorship, taking the first payment, along with the one-off donation.
- For non-deductible items, appropriate sales taxes can be calculated and included by region.



Marketing Attribution Reporting

Bring accurate marketing attribution reporting into Salesforce.

- Use UTM tracking to capture the exact attribution of marketing spend against actual orders / donations, etc.
- Monitor your funnel efficiency with multiple UTM codes per order supported, captured by time
- Use A/B testing and Salesforce reporting to fine tune marketing spend to the most effective channels



Powerful Reporting

Reporting powered by Salesforce allows you have real-time and accurate updates. Eliminate wasted time of syncing systems and manual reporting.

- Customer and behaviour data saved into Salesforce
- Create any customized & detailed reports required on all of your donations, memberships, product, order and customer information using standard Salesforce reports
- Abandoned cart support / reporting
- Subscribe team members to receive automatic report updates
- Staff Assisted Orders allows you to attribute a sale or donation to a specific team member





Association Memberships

StoreConnect is an ideal platform for running your membership subscriptions



Reimagining Your Membership Experience

What makes StoreConnect different? It's the idea of Customer Commerce, an approach that prioritizes relationships over transactions.

Instead of focusing on clicks, views or sales alone, Customer Commerce puts the customer at the center. We've created a system that makes it easier for organizations to communicate, connect and serve their customers in ways that feel authentic.

At its core, StoreConnect is dedicated to freeing them from clunky systems so they can focus on what really matters: building trust and loyalty with customers.

- Focused on your Members
- Single system
- Eliminate updating information in multiple systems. Do it once. Right.
- Point of Sale included
- Customisable & configurable
- Multi Region / Currency / Language
- Simple to set up and maintain
- Extendable & Programmable
- Scalable



Managing Memberships

- Accept Membership fees directly using the payment provider of your choice on your StoreConnect site.
- For regions that tax memberships, StoreConnect includes the needed tax rates at checkout for related items.
- Set up recurring membership options with automatic debits, managed fully within Salesforce.
- Set fixed-term memberships with an end date based on defined segments.
- Assign membership levels to other products or benefits related to membership.
- Members can log into their account and see all payments made and update their details directly.
- Members can combine payment for a fixed membership fee with a donation in the same checkout process. i.e. pay their membership, make a one-time donation and purchase a campaign t-shirt in the one transaction.



Expand Certification & Training Programs

As demand increases for short courses, certifications and professional development, associations need a seamless, scalable way to offer and manage these programs.

StoreConnect makes it easy to launch course websites, allowing members and professionals to browse, register and pay. All while Salesforce keeps everything organized in one place.

Benefits:

- Quickly create and manage websites for certifications, training and educational programs.
- Offer flexible payment options like one-time fees, subscriptions or custom pricing.
- Track enrollments and payments in real time directly within Salesforce.





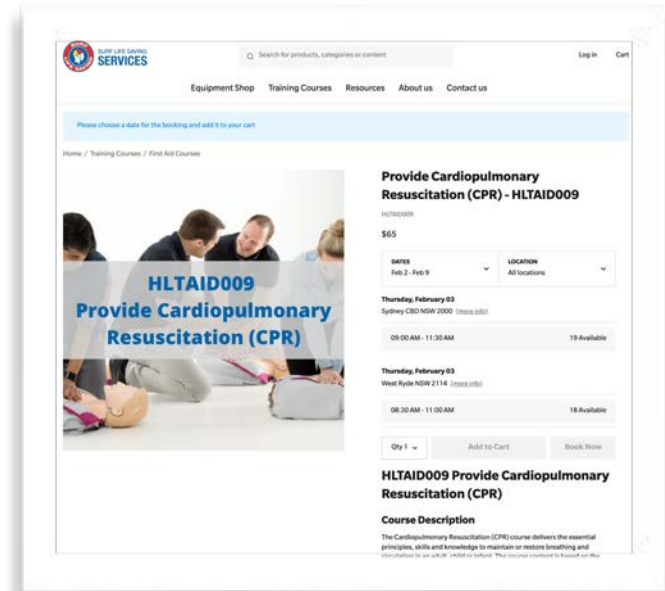
Integrated Events and Booking System

The StoreConnect Booking System allows you to sell courses, seminars and book various kinds of ticketed events and appointments through your StoreConnect store.



There are 4 main elements to the booking system:

- **Sessions:** This is a fixed-duration time period that can be booked for a certain purpose for one or more attendees, e.g: an 8-hour long session with a max of 10 attendees. A session could represent a course, an event or an appointment, etc.
- **Locations:** Sessions might be offered at multiple locations giving the customer a choice of what location works best for them.
- **Availability:** Set the date and time. Either one-off or recurring events / bookings can be managed with multiple time available to be booked.
- **Attendees:** Attendee can be the person paying or it can be assigned to another person/s. Attendees can receive communications about the event booking that has been made for them directly, managed in Salesforce.





Commerce

StoreConnect has all the traditional Commerce features you need, plus more.

Easily sell merchandise, as well as other physical and digital products through your website, while also accepting donations.

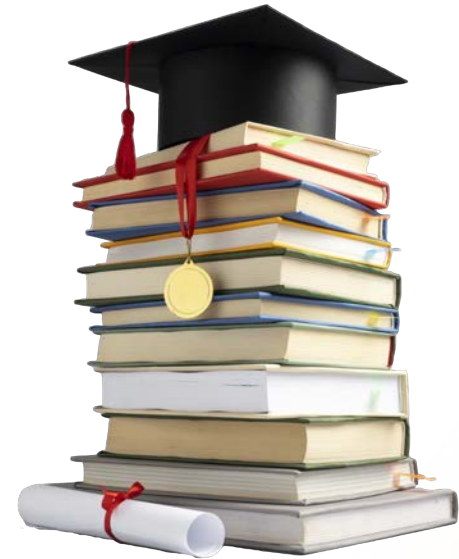
Easily managed in Salesforce, simplifying the back-office processes for your team.



Simplifying Transactions, Online and in-Person

StoreConnect helps associations streamline their online sales and member engagement by integrating eCommerce and Point of Sale directly into Salesforce. Whether it's selling event tickets, professional development courses, certification programs online or in-person, associations can manage it all from one central system.

- Easily create and manage websites for courses, certifications, events and member resources.
- Offer flexible payment options like credit cards, PayPal and Stripe to meet member preferences.
- Handle all transactions, registrations and payments directly in Salesforce for complete oversight and smoother operations.



StoreConnect provides a multitude of Commerce Solutions allowing you to offer complex offerings

- Sell branded Association merchandise
- Add relevant taxes to items at checkout in the same cart
- Sell digital products for download
- Sell products at different pricebooks based on membership
- Full product management within Salesforce on Product2 object
- Sell a single SKU product
- Sell variants of a product as their own SKU
- Multiple variants available across multiple options
- Multiple pricebooks per product connected to Store, Membership or Account
- Multiple currencies supported, defined by store
- Set stock levels, available on date, discontinue on, date allow pre-purchase, backorder, track inventory; including for event ticketing



Point of Sale

- The world's only fully integrated Salesforce Point of Sale, eCommerce and CMS solution for SMBs, Nonprofits, Associations and Education Institutes.
- One set of stock data to manage for online and in store
- Provide instant and quick checkout
- Works on desktop computer or tablet
- Works with cash drawers & receipt printers
- See stock levels for local store and other locations
- Supports payment by card, cash, layaway
- Park orders and resume
- Search orders across other stores
- Add customers to order via lookup
- Start of Shift and End of Shift reporting





Association Subscriptions

StoreConnect is an ideal platform for running your subscriptions, allowing you to easily manage various subscriptions including Membership.



Managing Subscriptions

- Support evergreen and fixed term subscriptions
- CPQ Subscriptions compatibility
- Have StoreConnect charge a credit card on a recurring basis
- Have StoreConnect not collect payment, just manage subscriptions
- Members can update subscription payment card on website
- Members can cancel evergreen subscription from website





Nonprofit Association Key Features

StoreConnect is packed full of features managed centrally from Salesforce eliminating the need for multiple platforms to manage your associations cause.



Nonprofit Associations' Key Challenges

- **Increased demand for digital and accessible donation platforms:** Donors and supporters are seeking more flexible and convenient ways to contribute, but many Nonprofit Associations struggle to quickly adopt the latest technologies and scale their online fundraising efforts.
- **Complex donation tracking and reporting systems:** Managing donations, grants and financial reporting can be cumbersome for Nonprofit Associations, often requiring the use of multiple disconnected systems that complicate transparency and compliance.
- **Pressure to deliver tailored donor engagement and services:** With the rise of personalized communication and donor expectations, Nonprofit Associations are under pressure to offer more customized experiences to their supporters and beneficiaries, a challenge when resources and staffing are limited.
- **Growing competition from new and tech-savvy charities:** Crowdfunding platforms, social enterprises and digitally native organizations are creating more direct and streamlined ways for people to give, making it harder for traditional Nonprofit Associations to attract and retain donors.



StoreConnect Use Cases

StoreConnect simplifies campaign and donor management for:

- Donations
- Memberships
- Subscriptions
- Initiative-based sponsorships
- Event Sponsorships
- Chapter Sponsorships
- Merchandise sales
- Point of Sale

We have taken the online experience learned in the retail sector and built it into StoreConnect to benefit the nonprofit and charitable sector.



StoreConnect is the Ultimate “Giving” Commerce Platform for Salesforce

StoreConnect has reimagined the nonprofit association giving experience by partnering fundraising, memberships and subscriptions with fully-featured eCommerce and Point of Sale built on the power of Salesforce.

People expect to be able to transact and donate online from any device to their favourite charities at the time of their choosing.

StoreConnect solves this, providing flexible fundraising, donation and membership options for the nonprofit sector as well as standard eCommerce and point of sale features for the times you need it.



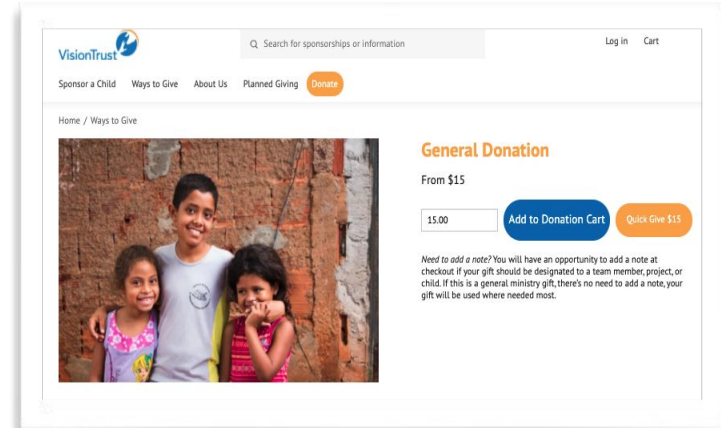
Subscriptions / Recurring Giving

Recurring Subscriptions and Giving:

- Fixed amounts.
- Evergreen - recurring with no end date.
- Fixed term subscriptions with an end date based on defined segments, i.e. 12 monthly payments over one year.
- Donor can cancel evergreen recurring donations.
- Donor can view and edit payments details for recurring donations.

Multiple Donation Options:

- Allows donors to make payment for multiple items in a single check-out page - i.e. a one-time donation, a recurring gift such as an ongoing sponsorship, and also purchase related merchandize.



Full Service Donation Management Solution

Traditional Commerce solutions are not set up to meet and exceed the needs of today's Nonprofit Associations. Customer Commerce offers a scalable, affordable solution.

- Donations, eCommerce and Point of Sale combined
- Content Management System
- Multi Region / Currency / Language
- Multi-site from a single licence
- Subscriptions, memberships
- Single system containing all functionality for your operations
- Eliminate updating information in multiple systems. Do it once. Right.

- Customisable & configurable
- Simple to set up and maintain
- Extendable & Programmable
- Eliminates siloed data
- Scalable as you grow
- Focused on your patrons and members



- Licensed per org, not by user.
- Accept one-off and recurring donations and sponsorships.
- Sell merchandise, memberships and receive donations online on the same website and cart checkout.
- Launch multiple sites: seasonal campaigns, for different regions, currencies and different demographics.
- Integrated booking system: sell courses, seminars and book various kinds of appointments.
- Complete Content Management System to fully replace website.
- Rewards points & loyalty
- Integrated Point of Sale

- Subscriptions and memberships, variable & fixed price support.
- Manage your team's fundraising efforts.
- Gift certificates / vouchers / promotion codes.
- Multiple tax / shipping zones
- 18 payment providers, including: Authorize.net, PayPal, Stripe, eWAY, ZipPay, Square, with the option to add more.
- Stock & inventory management
- Process credit card payments inside Salesforce from an order received by email, mail, phone or in person.
- Everything is in Salesforce giving a complete 360° view of donors in real time.



With StoreConnect you can have multiple fundraising or event pages; all managed centrally within the one Salesforce org under a single license fee.

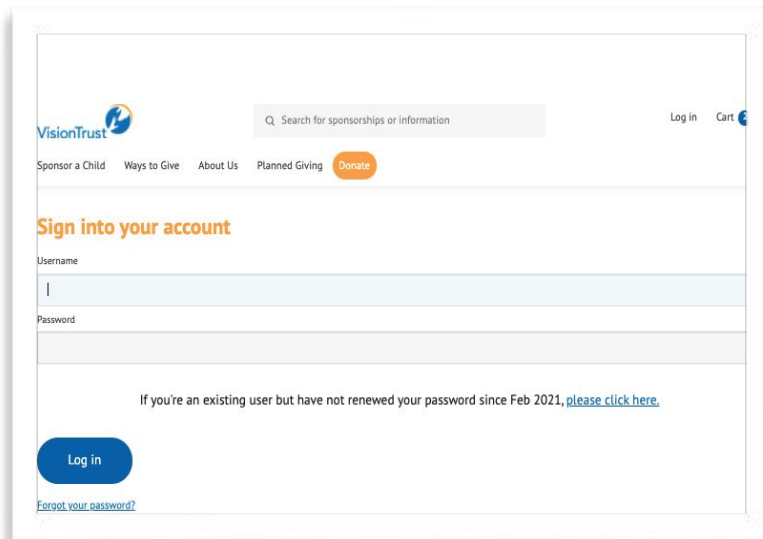
- Launch new sites with a different look for your teams directly from within Salesforce.
- Launch new sites based on language, region or currency, all centrally managed.
- Launch sites for special events or seasonal campaigns and retire when the campaign has finished
- Directly set up permissions within Salesforce controlling who can edit what section of the site.
- With all donations data going direct into Salesforce, you can configure detailed reporting.



Donor Member Dashboard

Registered donors and members can log in and:

- View and manage their subscriptions in their account profile and update their payment details.
- View their entire donation history.
- View various offers and specialized journeys made available based on account.



The screenshot displays the VisionTrust website's login interface. At the top, the VisionTrust logo is on the left, a search bar with the placeholder text "Search for sponsorships or information" is in the center, and "Log in" and "Cart" links are on the right. Below the header, a navigation bar contains links for "Sponsor a Child", "Ways to Give", "About Us", "Planned Giving", and a prominent orange "Donate" button. The main content area is titled "Sign into your account" in orange. It features two input fields: "Username" and "Password". Below these fields, a message states: "If you're an existing user but have not renewed your password since Feb 2021, [please click here](#)." A blue "Log in" button is positioned at the bottom left of the login section, and a link for "[Forgot your password?](#)" is located just below it.



Flexible Donation Options

StoreConnect combines various types of giving options all in the one site, simplifying the process by saving all transactions to Salesforce, instantly viewable by your team.

- One-time donations
- Fixed amounts or variable donation amounts
- Suggest a range of donation amounts or leave an open range so the donor can decide.
- Easy add new pages to your site for seasonal or event related donation campaigns such as Christmas, directly within Salesforce.
- Donate in person using point of sale terminal



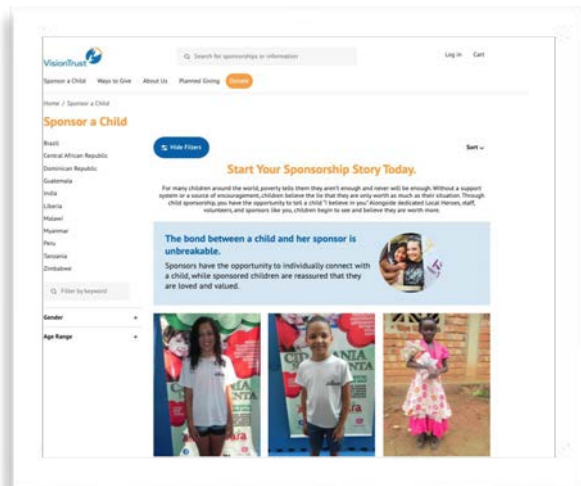
Intelligent Donor Management

- Enable Salesforce Chat to allow team members to talk to potential donors / sponsors and answer questions in real time without them leaving your site.
- All recurring regular payments are fully automated within StoreConnect. Once they are set, they just work.
- All financial transactions are captured directly into Salesforce, with no syncing issues or delays. This includes payments and denied payments, and each can be used to trigger Salesforce workflows.
- Tailor your reporting dashboards in Salesforce to view sponsorships and donations coming through your site in real time.
- Easily extend your functionality with Salesforce and AppExchange products for Nonprofit Associations to create tailored marketing campaigns based on donor type, donation ranges and other categories.



Standard features include:

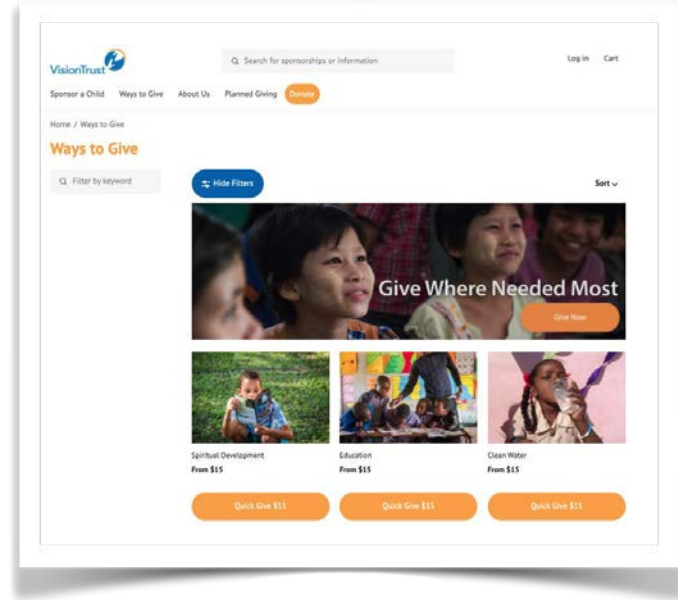
- Multiple donation options for sponsorship: pay once, pay a variable amount, pay a recurring subscription, or any combination.
- Manage all text, photos, videos, blog posts, etc. about your sponsorship opportunities via the StoreConnect Content Management System within Salesforce.
- Set up flexible sponsorship options. Sort by country, age or gender, or add in tailored search categories like birthdays.
- Follow up potential sponsors who start the sponsorship process but leave before completing payment. If they register their email address, you can follow up with relevant emails to encourage them to complete their sponsorship.
- Fully customisable automated transactional emails for each stage of the sponsorship process, keeping your donors connected with your mission.



Unconditional Giving

Sponsorships are just one way that donors can support your organization.

- StoreConnect allows you to set up other ways of giving, either as one-off gifts or through recurring giving targeted to specific needs such as clean water, nutrition, education and more.
- It is all done on the same site, managed within Salesforce.
- List suggested amounts to give for different items or leave it open ended for the donor to fill in.





Our Customers

These are just some of our clients using the StoreConnect Commerce platform.



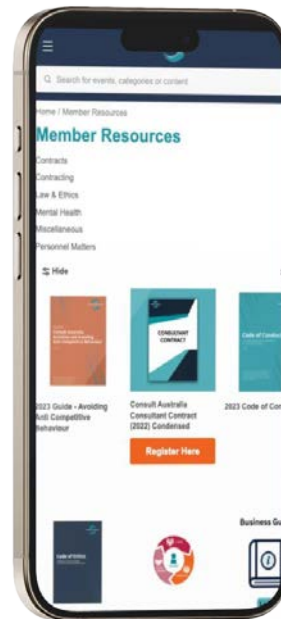
Customer Site | weblogin.consultaustralia.com.au



Consult Australia is a not-for-profit association representing consulting businesses in design, advisory and engineering across Australia. It focuses on promoting the success and interests of its members, who range from small and medium-sized firms to global corporations, and provides various services and resources to support them.

Key points:

- Registration form for new members seeking web access.
- Members can register and pay for association events and training workshops
- Logged in members can download industry guides and contract bundles.
- Member data recorded in real time in Salesforce for accurate & detailed reporting and marketing automation



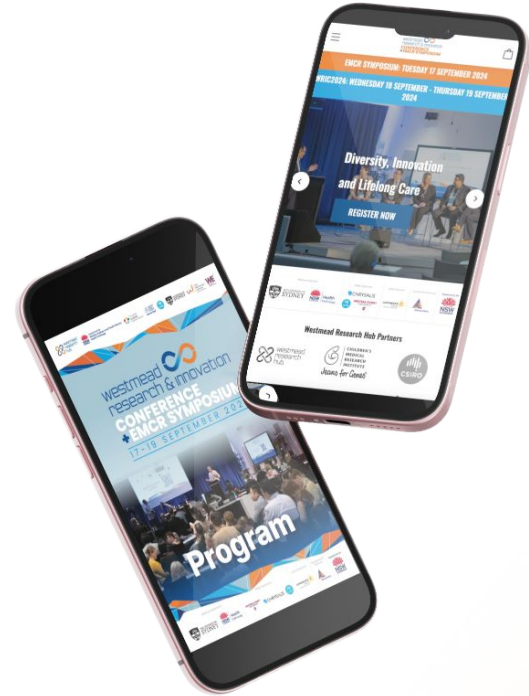
Customer Site | westmeadconference.org



The Westmead Research and Innovation Conference, hosted by Westmead Research Hub, is a pinnacle calendar event for the medical research sector in Australia. They launched a StoreConnect site to easily manage their conferences.

Key points:

- B2C functionality for selling various conference passes, including virtual attendance
- Member login
- Accepts abstract submissions through StoreConnect on the site using the Custom Forms features of StoreConnect.
- Conference programs are available for download
- Easily managed from existing Salesforce org



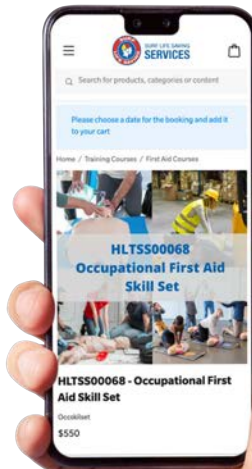
Customer Site | services.surflifesaving.com.au



Surf Life Saving Services New South Wales needed an online store to sell both first aid & life saving equipment direct to consumers along with online & on-site training courses. They also manage the grant purchasing for their member clubs across the state and utilizing the multi-store feature, launch time-based pop-up stores to allow member clubs to purchase equipment spending their allocated grant funds.

Key points:

- Multi-store, B2C / B2B functionality for direct selling of equipment and managing member club grant spending
- Events & Booking system for online and on site courses and training
- Sell both Integrations built in Salesforce to connect to their Learning Management System and other inhouse solutions



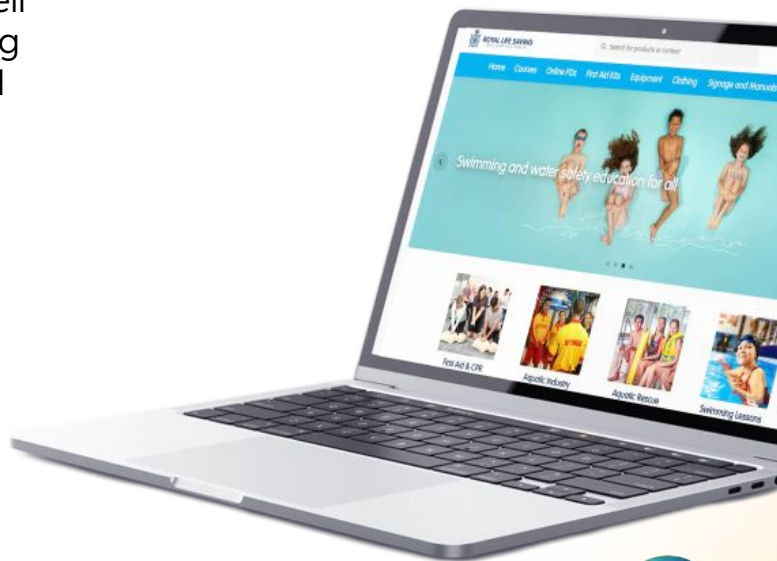
Customer Site | shop.royallifesavingwa.com.au



Royal Life Saving Western Australia needed an online store to sell a wide range of products and services from first aid & life saving equipment to manuals, clothing, courses, swimming lessons and pool inspections.

Key points:

- B2C functionality for direct selling of equipment
- Sell both online and on site courses and training
- Integrations built in Salesforce to connect to their Learning Management System and other inhouse solutions allowing them to sell courses through their website with StoreConnect
- All sales & customer data recorded in real time in Salesforce for accurate & detailed reporting and marketing automation



Customer Site | ecnz.ac.nz



Te Rito Maioha, Early Childhood New Zealand, offer a wide range of diploma, degree and postgraduate programs in Early Childhood and Primary Education.

They replaced their existing storefront platform with a StoreConnect site, managed from Salesforce with a seamless sign on to Experience Cloud for member and student services.

Key Points:

- Subscriptions & Memberships
- Restricted products
- Downloadable free and paid digital products
- Bookings for event management
- Utilizing Pricebooks for standard and members pricing
- Single Sign-On with Experience Cloud for authentication for student and member logins



Customer site | cce.rockvalleycollege.edu

Rock Valley College

Rock Valley College is a comprehensive two-year community college in Rockford, Illinois, offering more than 100 courses for transfer, career programs and certificates.

Key Points:

- Subscriptions
- Memberships
- Restricted products
- Downloadable free and paid digital products
- Bookings for event management
- Utilizing Pricebooks for standard and members pricing
- Single Sign-On with Experience Cloud for authentication for student and member logins





Simple Affordable Licencing

Billed per org, per year starting at a base licence fee of \$3,245 USD p.a. Varying discounts are offered on the base licence fee depending on the size of your association and whether it is a nonprofit association.

Visit [StoreConnect pricing](#)



StoreConnect AppExchange Video



Why StoreConnect and How to Install



Why & How to Install



Let's get started!

Call us direct:

USA: +1 415-745-3230 (Main Line)
or +1 628-222-7737 (Jeanavive Janssen, BDM)

Email: sales@getstoreconnect.com

Search for **StoreConnect** on the [AppExchange](#)

