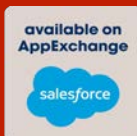




storeconnect

Built for Nonprofits

Simplifying Donations, eCommerce,
Memberships, Subscriptions
& Point of Sale for On-site Transactions



Nonprofit Key Challenges:

Increased demand for digital and accessible donation platforms: Donors and supporters are seeking more flexible and convenient ways to contribute, but many nonprofits 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 nonprofits, 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, nonprofits 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 nonprofits to attract and retain donors.



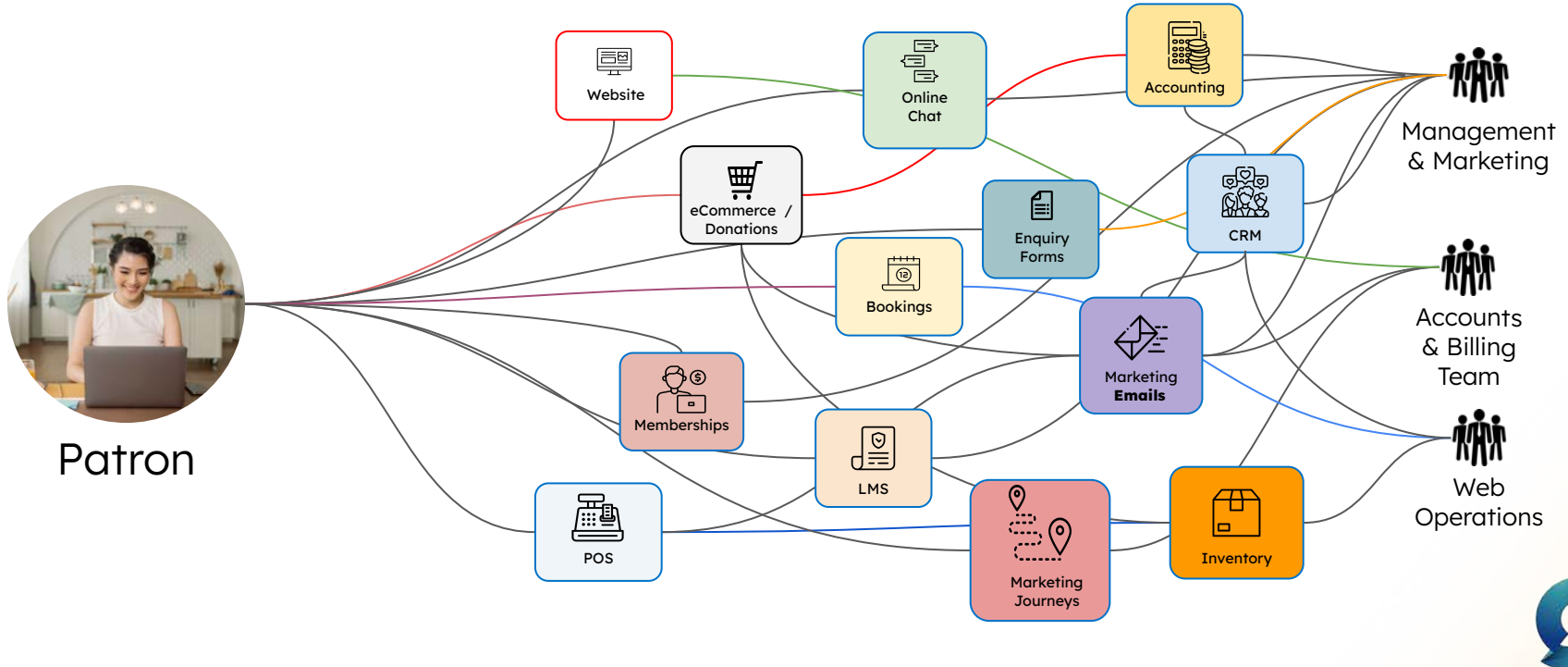


Non-Profits have two constraints.

1. MONEY
2. But more importantly, the TIME of their stakeholders, volunteers & team

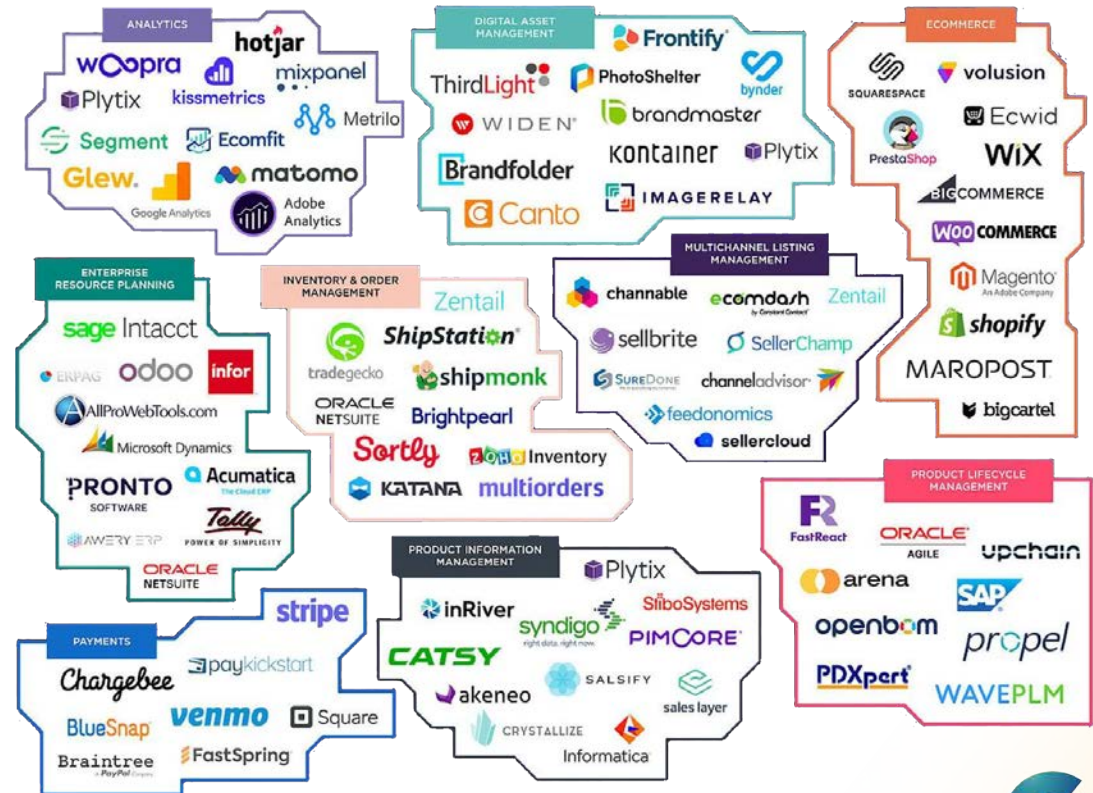


On average, nonprofits use around 10 to 20 different software solutions, creating data silos that can hinder efficiency and growth, ending up with **an integration nightmare**.



There are hundreds of Donation, eCommerce, Membership and Point of Sale solutions and thousands of plugins and options.

How do you make sense of this?



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



A True Customer Commerce is the Solution

Traditional Commerce solutions are not set up to meet and exceed the needs of today's nonprofits. 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.
- Customizable & configurable
- Simple to set up and maintain
- Extendable & Programmable
- Eliminates siloed data
- Scalable as you grow
- Focused on your patrons and members



StoreConnect Commerce is the Ultimate Customer Commerce Platform for Nonprofits on Salesforce

Powerful fundraising and commerce managed from Nonprofit Cloud and Salesforce Nonprofit Success Pack

StoreConnect has reimagined the nonprofit 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.

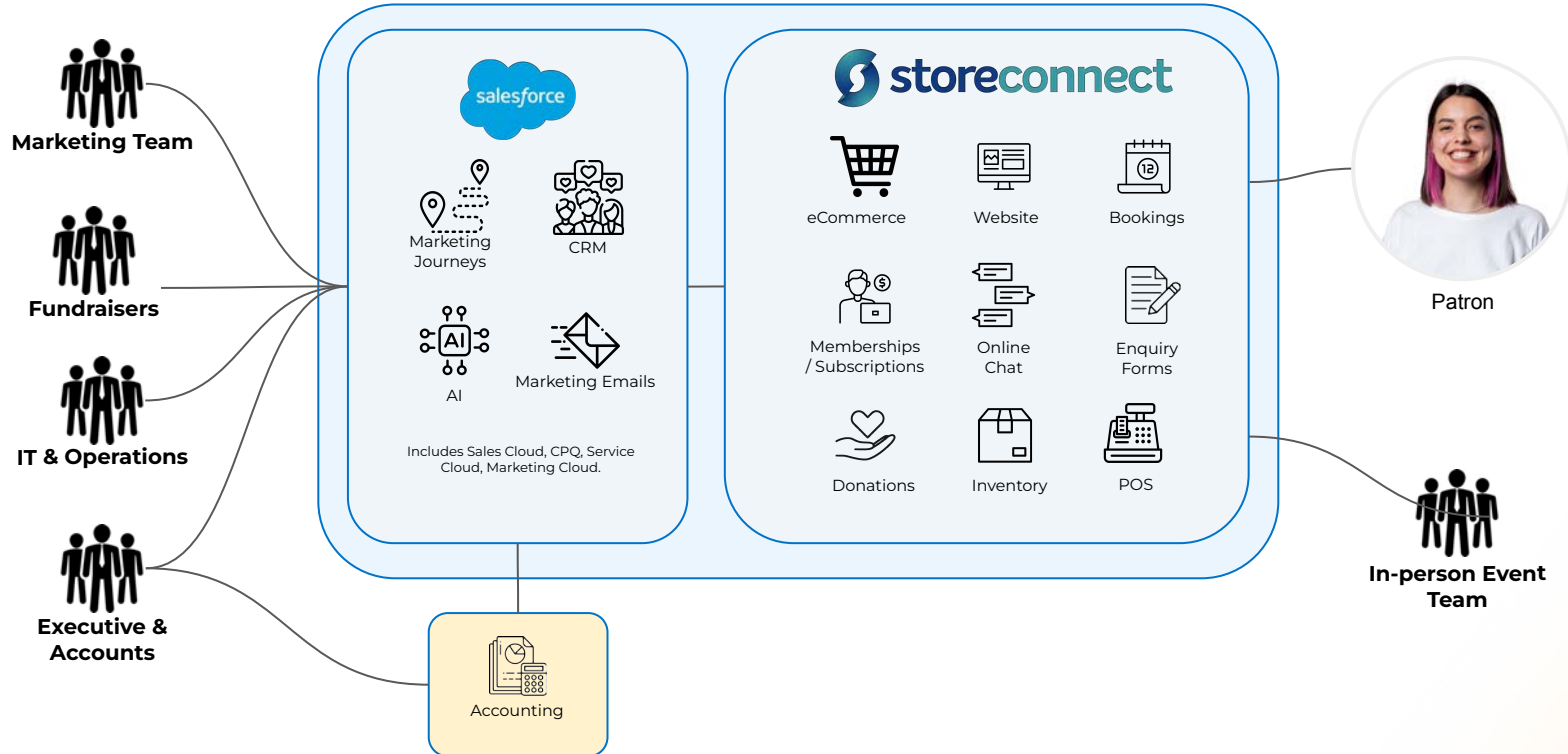
StoreConnect solves this, providing flexible fundraising, donation and membership options for the nonprofit sector as well as standard eCommerce and point of sale features for the times you need it.





All of this, out of the box

StoreConnect Architecture



StoreConnect Use Cases

StoreConnect simplifies campaign and donor management for:

- Donations
- Memberships
- Subscriptions
- Child sponsorships
- Initiative-based sponsorships
- Missionary fundraising
- Mission team fundraising
- 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.





Nonprofit Key Features



- 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
- 14 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.



Intelligent Donor Management

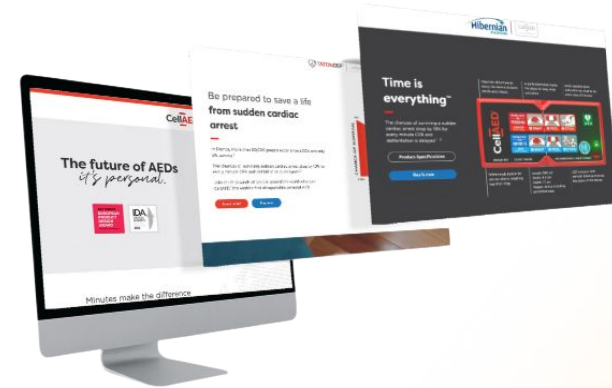
- Enable Salesforce Chat to allow team members to talk to potential donors / sponsors and answer questions in real time without them leaving your site.
- All recurring regular payments are fully automated within StoreConnect. Once they are set, they just work.
- All financial transactions are captured 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 Nonprofits to create tailored marketing campaigns based on donor type, donation ranges and other categories.



Multiple sites, centrally managed

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

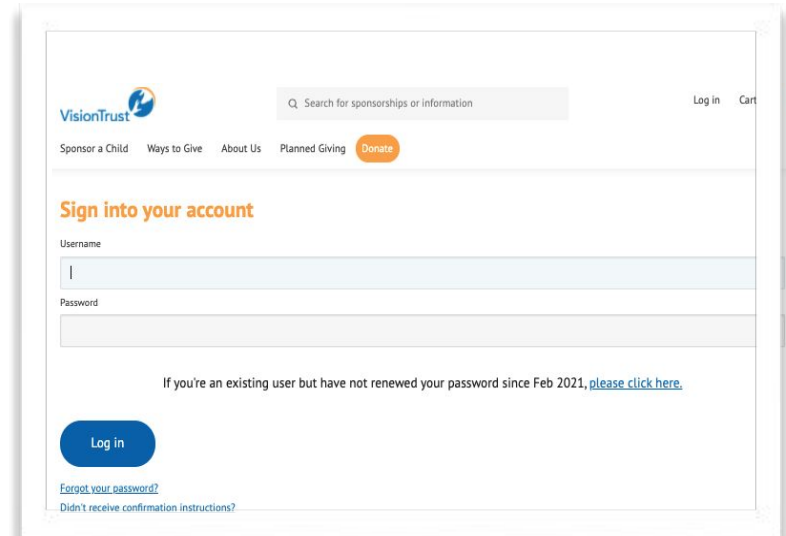
- Launch new websites or transactional sites for different campaigns.
- Launch sites for seasonal campaigns and shut down once campaign is finished.
- Launch new sites based on language, region or currency, all centrally managed out of the one Salesforce org.
- Manage centralized reporting within Salesforce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



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.



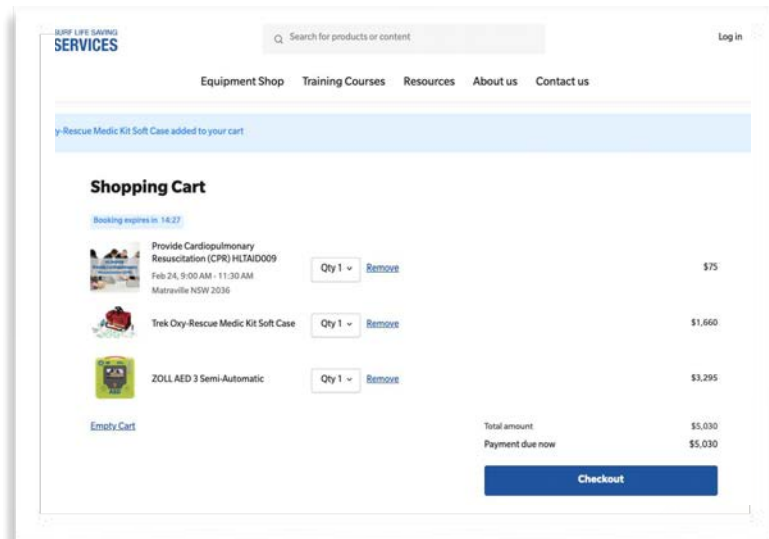
The screenshot displays the VisionTrust website's login interface. At the top, the VisionTrust logo is on the left, a search bar with the placeholder text "Search for sponsorships or information" is in the center, and "Log in" and "Cart" links are on the right. Below the header, a navigation bar contains 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" with a light blue border and "Password" with a light grey border. 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 below the message. At the bottom, there are two links: "[Forgot your password?](#)" and "[Didn't receive confirmation instructions?](#)".



Combined Checkout Function

Combine donations, sponsorships, memberships 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.



Point of Sale

- The world's only fully integrated Salesforce Point of Sale, eCommerce and CMS solution for SMBs, nonprofits, education.
- 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, layby
- Park orders and resume
- Search orders across other stores
- Add customers to order via lookup
- Start of Shift and End of Shift reporting



Run Your Website

Migrate your website to StoreConnect using the CMS and manage it out of Salesforce

- 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



Powerful Reporting

Powerful Reporting Powered by Salesforce

- 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



Marketing Attribution Reporting

Marketing Attribution Reporting

- 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





Accept donations

StoreConnect is an ideal platform for collecting all forms of donations using the payment provider of your choice.



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.



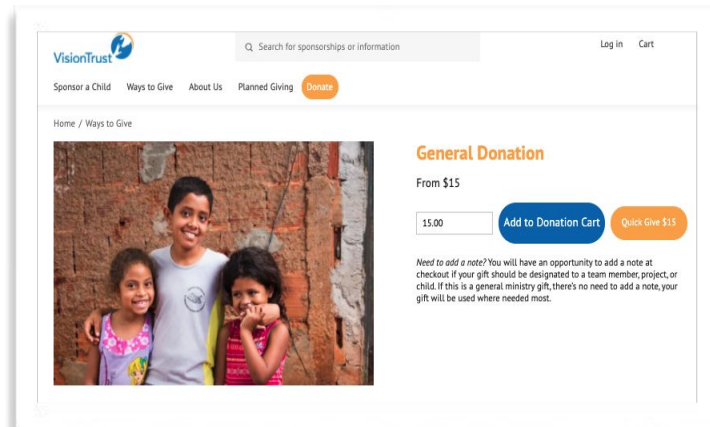
Subscriptions / Recurring Giving

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.





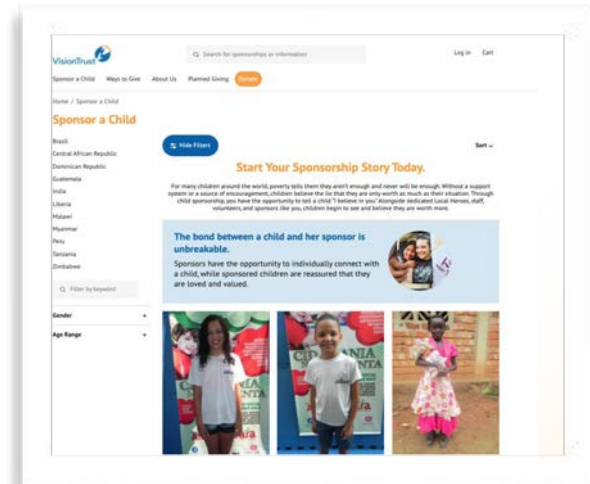
Child Sponsorship

StoreConnect is an ideal platform for charities offering child sponsorship, providing a range of functionality that is customisable to suit all common requirements.



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.

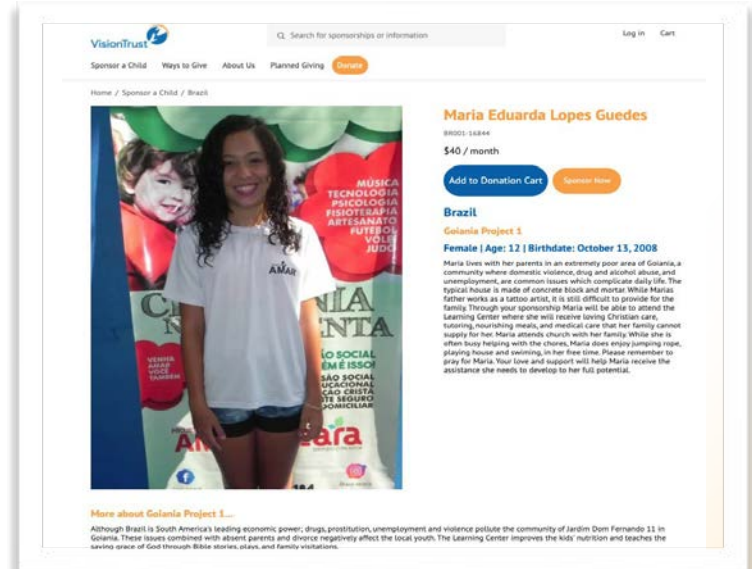


Simplify Child Sponsorship

All content is easily added, removed or updated within Salesforce.

On each child's page you can add and update relevant information for each child including (but not limited to):

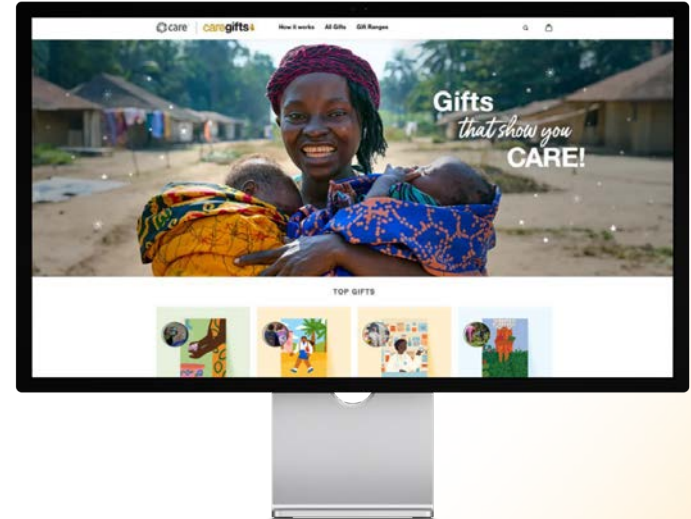
- Photos
- Maps of the region
- Country or regional information
- Videos
- Intended use for the donation



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.





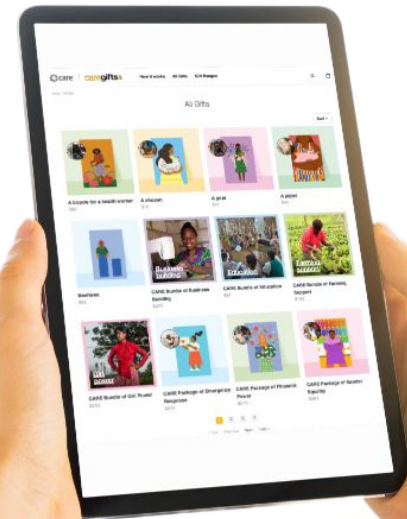
Initiative-based Sponsorship

Manage initiative-based campaigns easily on StoreConnect



Standard features include:

- Multiple donation options for sponsorship: pay once, pay a variable amount, pay a recurring subscription, or any combination thereof.
- 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 based on your initiative with tailored search categories to suit your needs.
- Follow up potential sponsors who start the sponsorship process but leave before it is completed. 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 configured in StoreConnect or Marketing Cloud.





Memberships

StoreConnect is an ideal platform for running your membership subscriptions



Managing Memberships

- Accept Membership fees directly using the payment provider of your choice.
- 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 memberships fees 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.





Subscriptions

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



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
- Customer can update subscription payment card on website
- Customer can cancel evergreen subscription from website





Team Fundraising

Simplify management of multiple fundraising sites for your team. Easily launch new sites and manage everything in one place out of Salesforce.



With StoreConnect you can have multiple fundraising pages for your teams, 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.





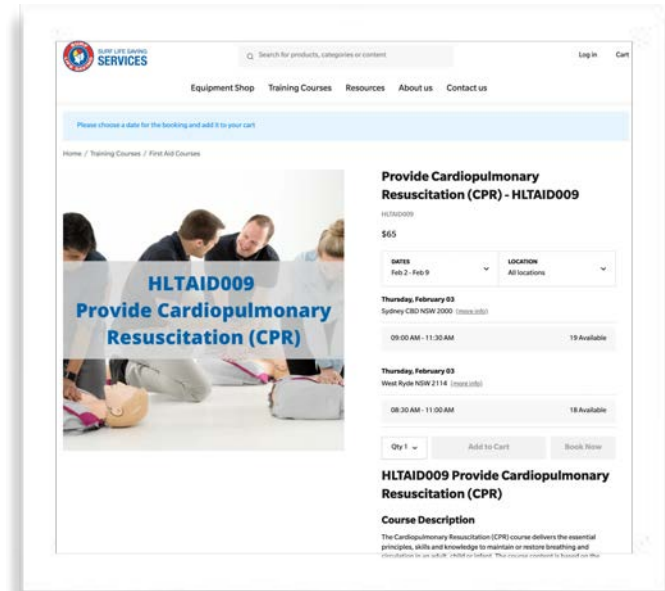
Integrated Events and Booking System

The StoreConnect Booking System allows you to sell courses, seminars and book various kinds of 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.





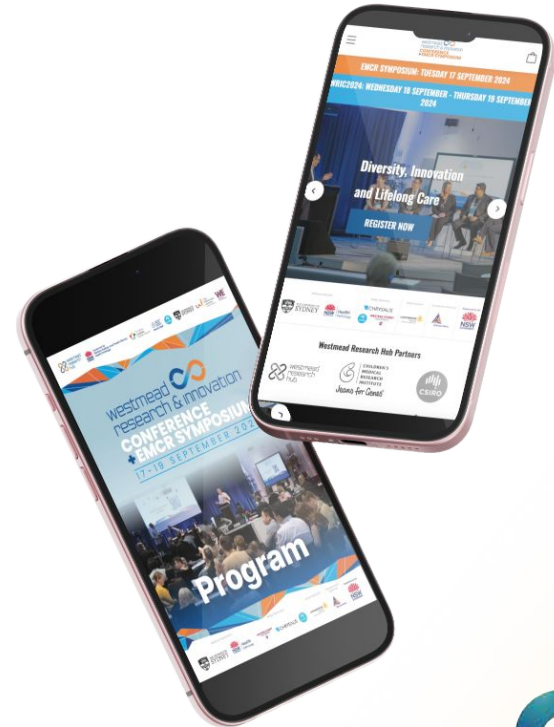
eCommerce

StoreConnect has all the traditional eCommerce 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.



StoreConnect provides a multitude of eCommerce combinations allowing you to offer complex offerings

- Sell campaign branded merchandise
- Add relevant taxes to non-donation items at checkout in the same cart as a donation
- Sell digital products for download
- Sell products at different pricebooks based on membership
- Set stock levels, available on date, discontinue on, date allow pre-purchase, backorder, track inventory
- 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





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 nonprofit.



StoreConnect & Salesforce Clouds

Marketing Cloud “just works”

All purchase history and activity seamlessly sync in real time.

CRM Analytics & Tableau

Comprehensive, real-time reporting—accessible directly on the platform.

Perfect Service Cloud Integration

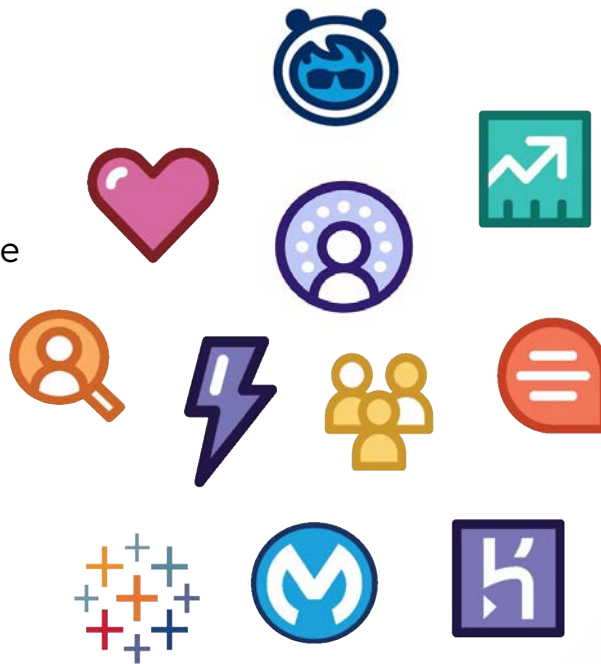
Complete purchase data readily available for your support team.

Single Sign on with Experience Cloud

Build Experience Cloud sites alongside StoreConnect.

Data Cloud & Agentforce

StoreConnect is built from the ground up to seamlessly work with Agentforce.

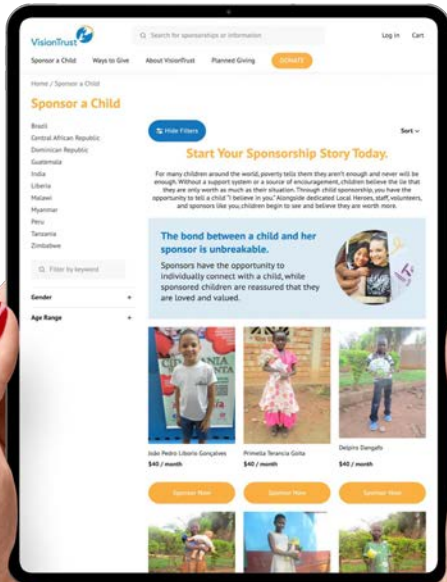




Our Customers

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

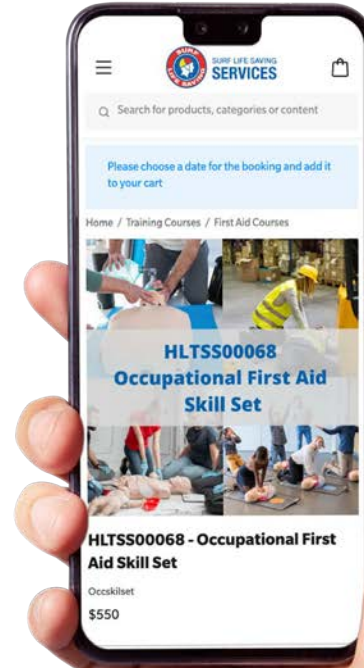


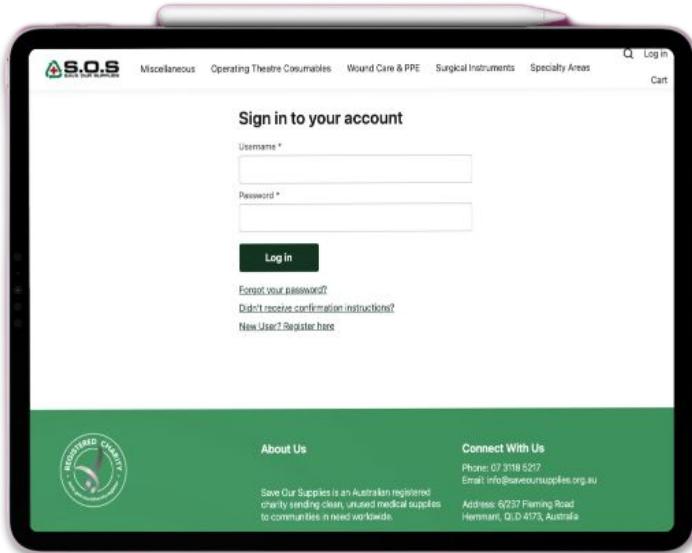


VisionTrust International
manage **child sponsorships**
and **donations on**
StoreConnect.



Surf Lifesaving Services
NSW sell **first aid & life**
saving equipment plus
online & on-site training
courses.





Save Our Supplies collect clean and unused **medical tools** and **equipment** from hospitals in Australia and deliver it for free to **vulnerable communities** and **developing countries**, order through their site.



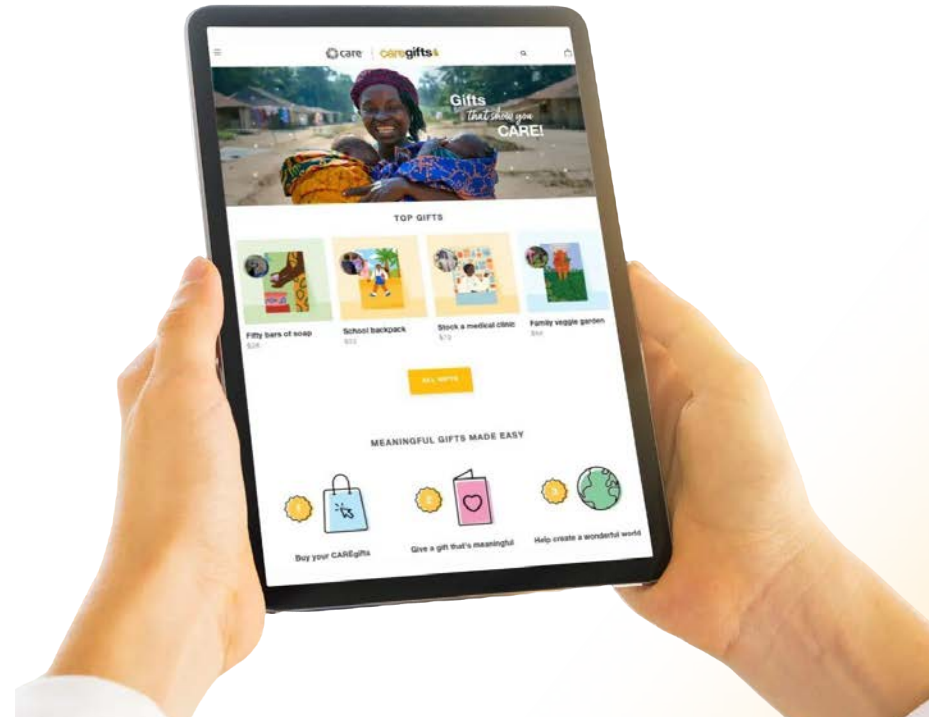
Westmead Conferences
host their **conference website**
along with selling **attendance**
tickets and **accepting**
abstracts from speakers.



Early Childhood New Zealand sell a wide range of **diploma, degree, postgraduate programs, memberships and conferences** in Early Childhood and Primary Education.



Care Australia's Care Gifts online **gifts range** supports their charity work around the globe. Donors purchase a donation gift and a **digital or physical card** is sent with **personalized message** to the recipient.



StoreConnect AppExchange Video



Why StoreConnect And How to Install



Why & How to Install



Let's get started!

Call us direct:

Australia: +61 (02) 8365-2308
or +61 (02) 9477-6650

USA: +1 415-745-3230
or +1 628-222-7737

Email: sales@getstoreconnect.com

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

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