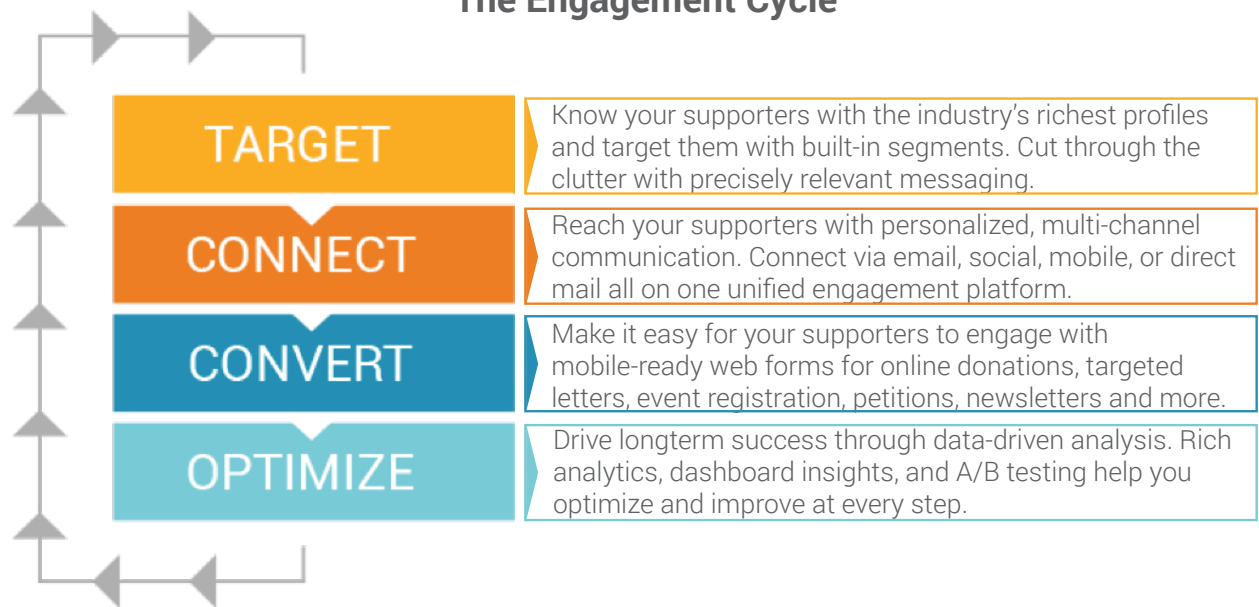


Is Salsa CRM Right For Me?

Salsa CRM is built to make nonprofits more organized, efficient, and successful in all of your fundraising and development activities. We've integrated the online and offline tools you need to easily manage constituents, capture/track donations, create reports, and communicate with supporters.

Salsa CRM is the complete package empowering you at every step of the engagement cycle.

The Engagement Cycle



What Kind of Results are Salsa Clients Realizing?

Fundraising Growth and Sustainability Metrics

Maintaining a sustainable revenue stream to fund your programs and initiatives is challenging, but with Salsa, you'll be joining a thriving community of nonprofits. In a four year study of our nonprofit client base, Salsa clients are averaging impressive year-over-year growth in key fundraising metrics.

Donor Retention Rates

↑ **74%**

Growth in Total Donation Dollars

↑ **37%**

Growth in Number of Donations

↑ **35%**

Growth in Number of Donors

↑ **28%**

Growth in Average Gift Size

↑ **18%**



A Complete System That Scales with Your Needs

Salsa combines award winning CRM with digital marketing, online fundraising and online advocacy tools you need to engage. This powerful suite enables nonprofits to build rich supporter profiles and communicate relevantly with each supporter driving deeper engagement with every interaction.

CRM/Donor Database

Relational database lets you track and categorize all your constituents, donors, members, events, etc... Customizable workflows & reports provide flexibility for your nonprofit's unique processes.

Digital Marketing

Integrated email marketing, social publishing, and forms are all drag-and-drop and mobile ready. From gift acknowledgments, to newsletters, to campaigns, your online outreach is covered.

Online Fundraising

Branded online donation pages are customizable and mobile-ready. Integrate donation forms with your website and process all types of donations securely with built-in merchant services.

Online Advocacy

Targeted messages send directly from advocates to an updated database of local, state, and federal legislators as well as corporate leaders. Easily build petitions and collect signatures online.

What Can I Expect From Salsa?

As a nonprofit organization, you deserve a true cause partner. With Salsa, you can count on:



Seamless Implementation

Whether you're moving over from an old, outdated on-premise system, switching from another web-based application, or upgrading from spreadsheets to a software platform, we're there every step of the way. From data transfer and configuration, to onboarding and training, Salsa will set you and your team up for success.



Award Winning Support

Salsa provides you with FREE, LIVE phone and email support Monday-Friday 8AM-8PM ET. As your organization grows and evolves, we're there every step of the way with free training webinars, best practices, and assistance as you customize Salsa to your needs.



Cutting Edge Technology

With unlimited users, unlimited document storage, and free software updates, you'll have confidence that you're always using the most modern, powerful interface. Our mobile ready engagement platform helps maximize email deliverability and response rates on any device.



Industry Leading ROI

Investing in scalable technology will help you organize your processes, save time and conserve valuable resources. Salsa will also help you drive fundraising growth to new heights.

› On average, new users enjoy a 35% increase in efficiency and 40% increase in productivity in their first year with Salsa.

› On average, Salsa clients fundraise \$10 per \$1 they invest in fundraising and CRM software. That's a 900% ROI.



What A Few of Our +4,000 Clients Are Saying...



"We have used Salsa for nearly 7 years and are very happy. It offers exactly the tools we needed to grow our list by 232% and donations by 61%."



"The fact that Salsa has a real-time person that we can connect and communicate with immediately is extraordinary and very rare."



"Since bringing on Salsa, our annual revenue and membership base has doubled and our event fundraising has tripled."