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Salesforce Certified Nonprofit Success Pack Consultant Sample Questions (Q213-Q218):

NEW QUESTION # 213

A nonprofit offers courses that grant teachers credit toward maintaining their teaching certification. Teachers can enroll in an annual cohort to complete the course modules together. The nonprofit needs to track the courses each teacher completes and the credits awarded to them.

Which solution should a consultant recommend?

- A. Service Cloud
- **B. Program Management Module**
- C. Engagement Plans
- D. Self-Service Portal

Answer: B

Explanation:

For a nonprofit offering courses that grant teachers credit toward maintaining their teaching certification, the Program Management Module (PMM) is the best solution to track course completions and credits awarded. PMM allows the nonprofit to manage program enrollments, track progress, and report on outcomes effectively.

Steps:

Set up the Program Management Module to include the specific courses offered and the credits awarded for each course.

Create Program Engagement records for each teacher enrolling in the annual cohort, linking them to the relevant course modules.

Track the completion of course modules and update the credits awarded to each teacher within their Program Engagement records.

Use custom reports and dashboards to monitor progress, track completions, and generate reports on credits awarded to teachers.

CertGod Nonprofit Cloud Consultant Guide: Recommends using PMM for tracking program enrollments, progress, and outcomes.

Salesforce Documentation on Program Management Module: Provides detailed instructions on setting up and using PMM for managing educational programs.

NEW QUESTION # 214

A nonprofit organization wants to manage its social media presence by being able to listen to what constituents are saying about the organization on social media, measure its impact, and manage it from a mobile app. What should the consultant recommend?

- A. Pardot
- **B. Social Studio**
- C. Live Message
- D. Google Analytics

Answer: B

Explanation:

For managing social media presence, listening to constituents, measuring impact, and managing activities from a mobile app, Salesforce's Social Studio is the recommended tool.

Social Studio Overview:

Social Studio is a powerful social media management tool within Salesforce.

It provides capabilities for social listening, publishing, engagement, and analytics across multiple social media platforms.

Features and Capabilities:

Social Listening:

Monitor social media channels for mentions, comments, and conversations about the organization.

Identify trends and sentiment to understand constituent engagement and feedback.

Publishing:

Schedule and publish content across multiple social media platforms.

Manage social media campaigns and track their performance.

Engagement:

Interact with constituents directly from the platform.

Manage responses and engage with the audience in real-time.

Analytics:

Measure the impact of social media activities.

Use dashboards and reports to gain insights into engagement, reach, and sentiment.

Mobile App Management:

Social Studio includes a mobile app that allows users to manage social media activities on the go.

This ensures that social media management is not limited to the desktop and can be handled efficiently from anywhere.

Implementation:

Set up Social Studio within the Salesforce environment.

Configure social media accounts and start tracking and managing social media activities.
CertGod Nonprofit Cloud Consultant study guide: "Social Studio".

NEW QUESTION # 215

A nonprofit is implementing Salesforce for program management. The nonprofit wants to measure user adoption after go-live. What are two metrics the nonprofit can use to measure user adoption?
Choose 2 answers

- A. Number of Opportunity records created in the last 30 days
- B. Percentage of Leads converted on a weekly basis
- C. Number of Account and Contact records created in the last 30 days
- D. Percentage of staff logging in on a weekly basis

Answer: C,D

Explanation:

To measure user adoption after the go-live of Salesforce for program management, the nonprofit can track the following metrics:
Number of Account and Contact Records Created (B):

This metric indicates how actively users are adding new data into the system, reflecting their engagement and usage of Salesforce for managing accounts and contacts.

Percentage of Staff Logging In Weekly (C):

This metric provides insight into how consistently staff members are using Salesforce. High login rates suggest good user adoption, while low rates may indicate a need for additional training or support.

Steps to Measure:

Create Reports:

Use Salesforce reports to track the number of Account and Contact records created over the past 30 days.

Set up a report to monitor user login frequency and calculate the percentage of staff logging in weekly.

Monitor and Analyze:

Regularly review these reports to assess user adoption and identify any areas needing improvement.

Salesforce Adoption Dashboards

Salesforce Trailhead: Measure Salesforce Adoption

NEW QUESTION # 216

A nonprofit plans to use the Program Management Module (PMM) to manage its service delivery. Case managers must be able to create and edit service delivery records.
How can the consultant change the configuration to meet this requirement?

- A. Role Hierarchy
- B. Sharing Rules
- C. License Type
- D. Permission Sets

Answer: D

Explanation:

https://trailhead.salesforce.com/en/content/learn/modules/program-management-with-nonprofit-cloud/manage-nonprofit-programs-with-salesforce?trail_id=manage-programs-with-nonprofit-cloud To allow case managers to create and edit service delivery records in the Program Management Module (PMM), you should assign the appropriate permissions through Permission Sets. Permission Sets provide a way to grant specific permissions to users without changing their profiles, making it easier to manage access to certain functionalities.

Steps:

Create a Permission Set:

Navigate to Setup -> Permission Sets.

Click "New" to create a new permission set.

Grant Permissions:

In the new permission set, go to Object Settings.

Find and select "Service Deliveries."

Grant "Create" and "Edit" permissions.

Assign the Permission Set:

Assign the newly created permission set to the case managers who need access to create and edit service delivery records.
Salesforce Nonprofit Success Pack Documentation
Salesforce Trailhead: Permission Sets

NEW QUESTION # 217

A nonprofit organization created a custom Opportunity name for all organization donations.
Which two considerations should the consultant discuss with the organization? Choose 2 answers

- A. The organization should only change existing Opportunities to the new naming convention by using the "Refresh Name" action.
- B. The organization should change existing Opportunities to the new naming convention through an upsert.
- C. The organization should change existing Opportunities to the new naming convention by using the "Refresh All Opportunity Names" button in Bulk Data Processes.
- D. The custom naming convention only applies to new Opportunities of matching record types; it is not retroactive.

Answer: A,C

Explanation:

When a nonprofit organization creates a custom Opportunity name for all organization donations, the consultant should discuss the following considerations:

Using the "Refresh Name" Action (B):

The organization should use the "Refresh Name" action to change existing Opportunities to the new naming convention. This action ensures that the custom naming convention is applied correctly.

Navigate to the Opportunity record.

Click on the "Refresh Name" button to update the Opportunity name according to the new naming convention.

Using the "Refresh All Opportunity Names" Button in Bulk Data Processes (C):

For bulk updates, the organization should use the "Refresh All Opportunity Names" button available in Bulk Data Processes.

Go to NPSP Settings.

Under Bulk Data Processes, find the "Refresh All Opportunity Names" button.

Click on it to update all existing Opportunities to the new naming convention in bulk.

These methods ensure that the custom naming convention is applied consistently across all existing Opportunity records, maintaining data integrity and consistency within the Salesforce org.

NEW QUESTION # 218

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