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## Salesforce Certified Nonprofit Success Pack Consultant Sample Questions (Q106-Q111):

### NEW QUESTION # 106

A nonprofit using NPSP wants to track fundraising, courses, and training participation in Salesforce. What should the consultant discuss with the nonprofit?

- A. Add Volunteers for Salesforce to track courses and training participation.
- **B. Add Program Management Module to track courses and training participation.**
- C. Use Education Data Architecture to track fundraising, courses, and training participation.
- D. Use Engagement Plans for donor engagement that includes courses and training participation.

**Answer: B**

Explanation:

The Program Management Module (PMM) in Salesforce is designed to help nonprofits manage their programs and services, including tracking participation in courses and training. PMM provides the necessary tools and features to capture and report on the various activities and outcomes associated with the programs run by the nonprofit.

Key Features:

Service Delivery Tracking: PMM allows for detailed tracking of services provided, including courses and training sessions.

Customizable Program Management: Nonprofits can configure PMM to meet their specific needs for managing programs and tracking participant engagement.

Steps to Implement PMM:

Install PMM:

Go to the Salesforce AppExchange and install the Program Management Module.

Set Up Programs and Services:

Define programs and related services within PMM to reflect the courses and training offerings.

Track Participation:

Use the PMM features to log and manage participant data, track attendance, and monitor outcomes.

Salesforce Program Management Module Documentation

Salesforce Trailhead: Program Management for Nonprofits

Note: While the Education Data Architecture (EDA) is tailored for educational institutions and managing student data, it is not specifically designed for nonprofits focusing on fundraising and program management like NPSP and PMM. Therefore, PMM is the more appropriate solution for tracking courses and training participation alongside fundraising activities in a nonprofit context.

### NEW QUESTION # 107

A nonprofit organization needs an email marketing tool that will measure email engagement and evaluates the fit of prospective supporters. Which two factors should the consultant recommend?

- **A. Pardot Scoring**
- **B. Pardot Grading**
- C. Marketing Cloud Measures
- D. Marketing Cloud Reporting

**Answer: A,B**

Explanation:

For a nonprofit organization needing an email marketing tool to measure email engagement and evaluate prospective supporters:

Pardot Grading: This measures how well a prospect fits the ideal customer profile based on criteria such as job title, industry, and location.

Pardot Scoring: This tracks a prospect's engagement with marketing materials, assigning points based on interactions such as email opens, clicks, and form submissions.

Combining Pardot Grading and Scoring provides a comprehensive view of both the quality and engagement level of prospective supporters.

Salesforce Pardot Documentation

Salesforce Trailhead: Pardot Scoring and Grading

### NEW QUESTION # 108

A nonprofit wants to deploy Nonprofit Cloud Case Management into its production org.

Which two prerequisites should be considered prior to installing Case Management?

Choose 2 answers

- A. Ensure appropriate licenses are provisioned
- B. Ensure Volunteers for Salesforce is properly configured
- C. Install NPSP
- D. Enable My Domain

**Answer: A,D**

Explanation:

Before installing Nonprofit Cloud Case Management into its production org, a nonprofit should consider the following prerequisites:

Enable My Domain:

My Domain is required for many Salesforce features, including those in Nonprofit Cloud Case Management.

Enabling My Domain allows customization of the Salesforce URL, enhances security, and is a prerequisite for some Salesforce features.

Ensure Appropriate Licenses Are Provisioned:

Nonprofit Cloud Case Management requires specific licenses to be available in the org.

Ensuring that the appropriate licenses are provisioned is crucial for enabling users to access the features and functionalities of Case Management.

Salesforce Nonprofit Cloud Case Management Installation Guide

Salesforce My Domain Documentation

### NEW QUESTION # 109

A nonprofit receives many tribute gifts and wants to ensure that the person being honored by the gift consistently receives the proper soft credit.

How should the consultant advise them to configure this in NPSP?

- A. Set the Contact Role for individual Opportunities to Honoree.
- B. In the New Donation entry screen populate the Honoree lookup field.
- C. Set up Automatic Opportunity Contact Roles and enter Honoree for Honoree Opportunity Contact Role.
- D. Enable Advanced Mapping and map the Honoree to Honoree Opportunity Contact Role.

**Answer: C**

Explanation:

<https://trailhead.salesforce.com/en/content/learn/modules/opportunity-settings-in-nonprofit-success-pack/set-up-soft-credits-np>

<https://trailhead.salesforce.com/en/content/learn/modules/donation-soft-credit-management-with-nonprofit-success-pack/create-and-manage-soft-credits> To ensure that the person being honored by a tribute gift consistently receives the proper soft credit, the nonprofit should set up Automatic Opportunity Contact Roles in NPSP and configure the Honoree role. This automation ensures that the honoree is always credited appropriately without manual intervention.

Steps:

Navigate to NPSP Settings > Donations > Automatic Opportunity Contact Roles.

Add a new Contact Role with the role type "Honoree."

Set the role to be automatically assigned to Opportunities that meet the criteria for tribute gifts.

Test the configuration by creating a new tribute gift and verifying that the Honoree Contact Role is correctly assigned.

Train staff on how to use the new setup to ensure consistency in data entry.

CertGod Nonprofit Cloud Consultant Guide: Advises on configuring Automatic Opportunity Contact Roles for managing soft credits in tribute gifts.

Salesforce Documentation on NPSP Automatic Opportunity Contact Roles: Provides instructions on setting up and managing contact roles for Opportunities.

### NEW QUESTION # 110

A nonprofit has implemented Program Management Module to satisfy the reporting requirements of a new grant. The funder expects to see a report that segments services according to location.

Which object will allow the nonprofit to satisfy the reporting requirements?

- A. Program Cohort
- B. Service
- C. Program
- D. Program Engagement

**Answer: A**

Explanation:

<https://powerofus.force.com/s/article/PMM-Overview>

[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](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 meet the reporting requirements of a new grant that expects services to be segmented according to location, the nonprofit should use the Program Cohort object. The Program Cohort object allows tracking and reporting of services provided in specific locations, making it possible to generate detailed reports that meet funder requirements.

Steps:

Configure the Program Management Module to include the necessary fields for tracking service locations within the Program Cohort object.

Ensure that all relevant data is accurately entered into the Program Cohort records, including location details.

Create custom reports and dashboards that segment services based on the location data stored in the Program Cohort object.

Regularly review and update the data to ensure accurate and up-to-date reporting for the funder.

CertGod Nonprofit Cloud Consultant Guide: Discusses the use of Program Cohorts for detailed tracking and reporting of services.

Salesforce Documentation on Program Management Module: Provides information on the functionality and use of Program Cohorts.

## NEW QUESTION # 111

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