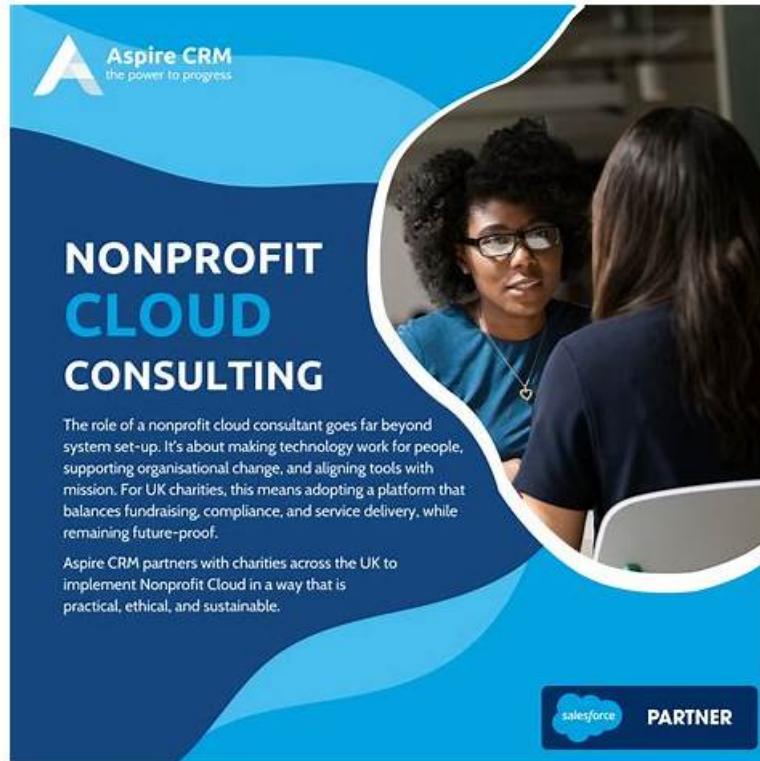


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Salesforce Nonprofit-Cloud-Consultant Certification offers a great opportunity for individuals who want to enhance their skills in Nonprofit Cloud and make a positive impact in the non-profit sector. It validates their expertise in designing and implementing Salesforce solutions that help non-profit organizations achieve their missions and improve the lives of the communities they serve.

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## Salesforce Certified Nonprofit Cloud Consultant Exam Sample Questions (Q19-Q24):

**NEW QUESTION # 19**

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

**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.

Reference:

Salesforce Pardot Documentation

Salesforce Trailhead: Pardot Scoring and Grading

#### **NEW QUESTION # 20**

A nonprofit fundraiser notices that some of the NPSP calculated donation summary fields on the Contact and Account records are displaying incorrect values when compared to the donations recorded for each donor.

What are three items the consultant should review to troubleshoot the issue?

Choose 3 answers

- A. Opportunity Stages
- B. Campaign Hierarchy
- C. Salesforce Optimizer report
- D. NPSP Health Check
- E. Customizable Rollups

**Answer: C,D,E**

#### **NEW QUESTION # 21**

A development director wants to compare year over year donation information on a weekly basis for the last five years in order to see giving trends via a bar chart. The director asks the consultant if reporting snapshots would work.

What should the consultant advise about the limitations of reporting snapshots?

- A. Reporting snapshots can run on a monthly basis.
- B. Reporting snapshots can show data for the past three years.
- C. Reporting snapshots can display a line chart.
- D. Reporting snapshots do NOT work retroactively.

**Answer: D**

Explanation:

[https://sfdo-docs.s3-us-west-2.amazonaws.com/nfsp\\_reports.pdf](https://sfdo-docs.s3-us-west-2.amazonaws.com/nfsp_reports.pdf)

Reporting snapshots in Salesforce allow you to capture and store data at specific intervals, providing a way to track changes over time. However, they do not work retroactively, meaning you cannot use them to capture historical data before the snapshot was created. The snapshots only start capturing data from the point they are set up moving forward.

To address the development director's request, the consultant should consider alternative methods, such as creating reports with historical data that has already been captured or using a different tool that can analyze historical data for trends.

References:

Salesforce Help: Create Reporting Snapshots to Report on Historical Data Salesforce Trailhead: Reporting Snapshots

## NEW QUESTION # 22

A nonprofit provides after-school programs to historically underserved youth. The nonprofit wants to track each program and the status of youth enrolled in the program.

Which set of objects within the Program Management Module should a consultant use to track the programs and enrollments?

- A. Program Engagements and Program Cohorts
- B. Programs and Attendance
- C. Programs and Contacts
- D. **Programs and Program Engagements**

**Answer: D**

Explanation:

<https://trailhead.salesforce.com/content/learn/modules/program-management-with-nonprofit-cloud/manage-nonprofit-programs-with-salesforce> To track each program and the status of youth enrolled in the program using the Program Management Module (PMM) in Salesforce, the consultant should use the "Programs" and "Program Engagements" objects.

Key Features:

- \* Programs: This object represents the various programs offered by the nonprofit. Each program can have multiple engagements and activities associated with it.
- \* Program Engagements: This object tracks the involvement of individuals (youth in this case) in specific programs. It allows the nonprofit to monitor the status and progress of each participant within the program.

Steps to Implement:

- \* Set Up Programs:
  - \* Navigate to the Programs tab.
  - \* Create records for each after-school program offered by the nonprofit.
- \* Track Engagements:
  - \* Navigate to the Program Engagements tab.
  - \* Create records for each youth enrolled in the programs, linking them to the appropriate program and tracking their status.

References:

Salesforce Program Management Module Documentation

Salesforce Trailhead: Program Management for Nonprofits

## NEW QUESTION # 23

A nonprofit organization is using Cases in Salesforce for case management with its clients. The nonprofit organization wants to relate Cases for the same client to each other. How should the consultant advise the organization?

- A. Create a custom field for an ID number and assign the same number to all cases that need to be connected
- B. **Use Case Hierarchy to connect all Cases for the client to a parent case and click on View Hierarchy to see the connected Cases**
- C. Use Case Comments and paste the URL of the first Case opened for the client in each new Case related to them
- D. Create a custom object that connects Cases to each other with two Case lookup fields and add a check box field to designate the parent Case.

**Answer: B**

## NEW QUESTION # 24

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