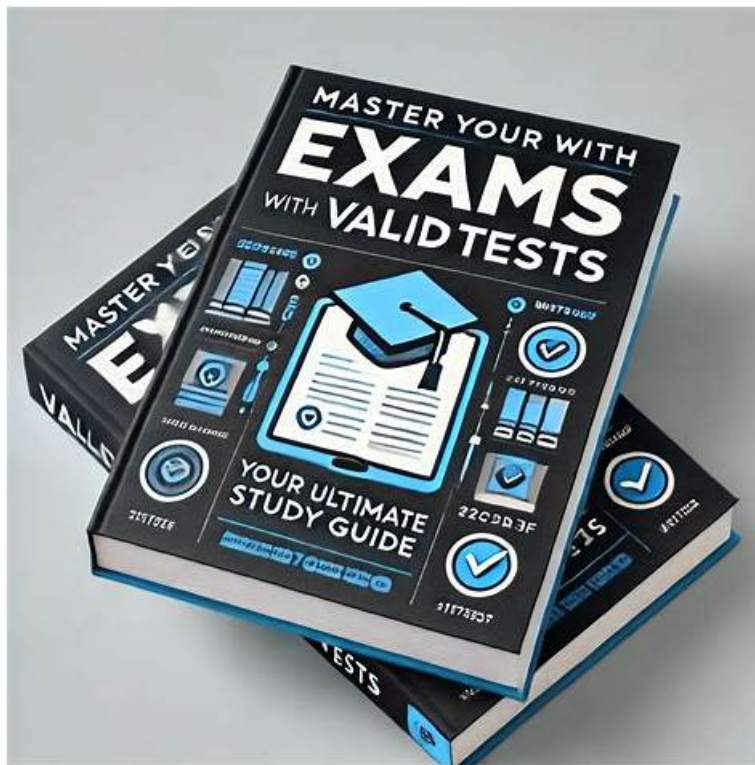


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Salesforce Certified Nonprofit Success Pack Consultant Sample Questions (Q189-Q194):

NEW QUESTION # 189

A nonprofit needs a marketing automation tool. They want to segment and target supporters over time, based on the supporters'

engagement and how they interact with the nonprofit's emails. The nonprofit needs to create emails using Lightning Email Templates. Which marketing automation tool should a consultant recommend?

- A. Email Studio
- B. List Emails
- C. Salesforce Flow
- **D. Pardot**

Answer: D

Explanation:

<https://www.salesforce.org/blog/how-nonprofits-can-use-pardot-for-moves-management/> To address the nonprofit's need for a marketing automation tool that allows for segmentation, targeting, and email creation using Lightning Email Templates:

Choose Pardot:

Pardot is Salesforce's marketing automation solution designed to handle sophisticated email marketing, segmentation, and engagement tracking.

Set Up Pardot:

Ensure Pardot is integrated with Salesforce.

Configure user permissions and roles in Pardot.

Connect Pardot to the Salesforce CRM to synchronize data between the two platforms.

Segment and Target Supporters:

Use Pardot's segmentation tools to create lists based on supporter engagement and interactions.

Set up dynamic lists that automatically update based on predefined criteria such as email opens, clicks, and website visits.

Create Emails with Lightning Email Templates:

Utilize Lightning Email Templates in Pardot to design and personalize emails.

Use drag-and-drop features to build responsive email templates without needing HTML knowledge.

Track Engagement:

Implement Pardot's engagement tracking to monitor how supporters interact with emails.

Use Pardot's scoring and grading system to prioritize leads based on their engagement and fit with your nonprofit's goals.

Analyze and Optimize:

Use Pardot's analytics and reporting tools to measure the effectiveness of your campaigns.

Continuously refine your segmentation and targeting strategies based on data insights to improve engagement and conversion rates.

By using Pardot, the nonprofit can effectively segment its audience, target them with personalized email campaigns, and track engagement over time, enhancing their overall marketing efforts.

Salesforce Pardot documentation on segmentation and email marketing

CertGod Nonprofit Cloud Consultant guide

NEW QUESTION # 190

How often are updates to the NPSP pushed to production orgs?

- **A. Once every two weeks**
- B. Once every month
- C. Four times per year
- D. Three times per year

Answer: A

Explanation:

Updates to the Nonprofit Success Pack (NPSP) are pushed to production organizations once every two weeks. These frequent updates ensure that organizations using NPSP have access to the latest features, bug fixes, and improvements. Here's what you need to know:

Regular Updates:

NPSP follows a bi-weekly release schedule, meaning updates are deployed approximately every two weeks.

Automatic Updates:

These updates are automatically pushed to production environments, requiring no manual intervention from administrators.

Release Notes:

Release notes for each update are published and can be accessed to understand the changes and new features included in each release.

Testing and Sandbox Environments:

It's recommended to test updates in a sandbox environment before they are deployed to production, especially if customizations are

in place.

"NPSP Release Schedule" from Salesforce.org: NPSP Release Schedule

"Release Notes and Announcements" from Salesforce.org: NPSP Release Notes

NEW QUESTION # 191

What does a consultant need to enable and deploy before using Advanced Mapping in NPSP?

- A. Customizable Rollups
- **B. My Domain**
- C. Delegated Administration
- D. Custom triggers

Answer: B

Explanation:

Before using Advanced Mapping in NPSP, it is necessary to enable and deploy My Domain. My Domain is a prerequisite for using several Salesforce features, including Advanced Mapping, as it allows you to customize your Salesforce org's URL, and it enhances security by creating a unique subdomain for your Salesforce org.

Steps to Enable My Domain:

Navigate to Setup:

Go to Setup -> My Domain.

Register My Domain:

Enter your preferred domain name and check its availability.

Register the domain and wait for the confirmation email.

Deploy My Domain:

After registration, deploy the domain to users and ensure it is active.

Salesforce Nonprofit Success Pack Documentation

Salesforce Help: My Domain

<https://www.craftsmantech.com/2019/11/14/np-sp-data-import-advanced-mapping/>

NEW QUESTION # 192

A nonprofit receives grants so it can offer scholarships to students who attend the nonprofit's community training programs.

- **A. Program Management Module to track the grants the nonprofit receives; Outbound Funds Module to track the scholarships the nonprofit offers; Education Data Architecture to track the training programs.**
- B. NPSP to track the grants the nonprofit receives; Gift Entry to track the scholarships the nonprofit offers; Education Data Architecture to track the training programs.
- C. Outbound Funds to track the grants the nonprofit receives; NPSP to track the scholarships the nonprofit offers; Education Data Architecture to track the training programs
- D. NPSP to track the grants the nonprofit receives; Outbound Funds Module to track scholarships the nonprofit offers; Program Management Module to track the training programs

Answer: A

Explanation:

To track grants, scholarships, and training programs in Salesforce for a nonprofit, you should use a combination of the Program Management Module (PMM), Outbound Funds Module (OFM), and Education Data Architecture (EDA). Here's how to set it up:

Track Grants with PMM:

Use the Program Management Module to manage the grants your nonprofit receives.

Create Program records for each grant and link them to the related donor accounts.

Track details such as grant amount, application status, and reporting requirements using custom fields or standard fields in PMM.

Track Scholarships with OFM:

Install and configure the Outbound Funds Module to manage scholarships.

Create Funding Programs for different types of scholarships.

Use the Funding Requests object to track individual scholarship applications and awards, linking them to the recipients (Contacts).

Track Training Programs with EDA:

Implement the Education Data Architecture to manage training programs.

Create Program records for each training program.

Use the Course Connections object to link participants (Contacts) to the training programs and track their progress.

Integrate and Report:

Use Salesforce's reporting tools to create integrated reports across these modules.

For example, you can create a report that shows the total grants received, scholarships awarded, and participants enrolled in training programs.

Salesforce Program Management Module Documentation: PMM Documentation.

Salesforce Outbound Funds Module Documentation: OFM Documentation.

Salesforce Education Data Architecture Documentation: EDA Documentation.

NEW QUESTION # 193

A nonprofit, who does a lot of mail appeals to donors, asks their consultant for the best solution to keep their constituents' addresses formatted properly to ensure the mail reaches them.

What should the consultant recommend?

- A. Customer Data Platform
- **B. NPSP Address Management**
- C. Insights Platform Data Integrity
- D. Sender Authentication Package

Answer: B

Explanation:

For a nonprofit that does a lot of mail appeals to donors and wants to ensure addresses are formatted correctly, the consultant should recommend:

NPSP Address Management:

NPSP Address Management helps ensure that addresses are standardized and formatted correctly. It includes tools and processes to manage and validate addresses, thus reducing errors in mailings and improving delivery rates.

NEW QUESTION # 194

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