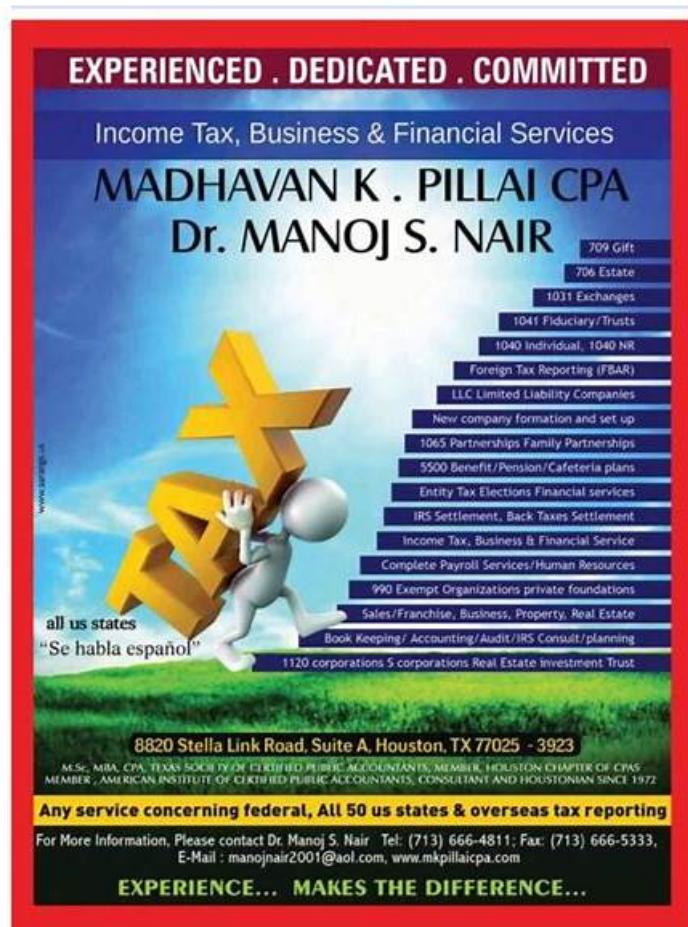


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Salesforce Certified Nonprofit Cloud Consultant Exam Sample Questions (Q36-Q41):

NEW QUESTION # 36

A nonprofit organization wants to use a multi-channel marketing tool for its email, social, and text messaging engagement. Which solution should the consultant recommend?

- A. Service Cloud
- **B. Marketing Cloud**
- C. Community Cloud
- D. Pardot

Answer: B

Explanation:

For a nonprofit organization seeking a multi-channel marketing tool that encompasses email, social media, and text messaging engagement, Salesforce Marketing Cloud is the recommended solution. Marketing Cloud provides comprehensive tools for creating, managing, and analyzing campaigns across multiple channels.

* Email Marketing:

- * Design and send personalized emails to supporters.
- * Use Email Studio within Marketing Cloud for advanced email campaign management.

* Social Media Engagement:

- * Utilize Social Studio to manage social media accounts, schedule posts, and analyze engagement.
- * Monitor social media conversations and engage with constituents.

* Text Messaging:

- * Implement Mobile Studio for SMS and MMS campaigns.
- * Create and automate text messaging campaigns to reach supporters on their mobile devices.

Marketing Cloud's integration capabilities and robust analytics ensure that nonprofits can effectively track and optimize their multi-channel engagement efforts.

References:

CertGod Nonprofit Cloud Consultant Guide

NEW QUESTION # 37

A nonprofit wants to send messages to Contacts stored in NPSP based on their connections to the nonprofit's corporate funders. Which object should be connected with Contacts in a report type to meet this requirement?

- A. Opportunities
- B. Accounts
- C. Relationships
- **D. Affiliations**

Answer: D

Explanation:

To send messages to Contacts stored in the Nonprofit Success Pack (NPSP) based on their connections to the nonprofit's corporate funders, use the Affiliations object. Here's how to set it up:

Understand Affiliations:

Affiliations in NPSP track the relationships between Contacts and Accounts. They can indicate if a Contact is associated with a corporate funder.

Set Up Affiliations:

Ensure that all Contacts have their Affiliation records properly set up, linking them to the appropriate corporate funder Accounts.

Create a Custom Report Type:

Navigate to Setup > Report Types.

Create a new custom report type with Affiliations as the primary object and Contacts as a related object.

Build the Report:

Go to the Reports tab and click "New Report."

Select the custom report type you created.

Add fields such as Contact Name, Affiliated Account Name, and any other relevant information.

Filter the report to include only those Contacts who have affiliations with corporate funders.

Send Messages:

Use the report to create a Campaign or a mailing list.

Use Salesforce or an integrated email platform to send targeted messages to the Contacts based on their corporate affiliations.

Reference:

Salesforce Nonprofit Success Pack Documentation: Detailed instructions on managing Affiliations in NPSP. NPSP Documentation. These steps and references ensure that the nonprofit can effectively use Salesforce to meet its operational requirements while maintaining best practices and leveraging the capabilities of the Nonprofit Cloud.

NEW QUESTION # 38

A nonprofit has its organization-wide sharing settings for all objects set to Private and is using Program Management Module to track Service Deliveries. A subset of Service Delivery records should be visible to selected staff.

How should a consultant meet this requirement?

- A. Create a criteria-based sharing rule.
- B. Create and assign a new profile.
- C. Update default sharing to Public Read/Write.
- D. Update the assigned Permission Set.

Answer: A

Explanation:

To ensure that a subset of Service Delivery records are visible to selected staff while maintaining private sharing settings, you should use criteria-based sharing rules:

* Navigate to Sharing Settings:

* Go to Setup in Salesforce.

* Enter "Sharing Settings" in the Quick Find box and select it.

* Create a Criteria-Based Sharing Rule:

* In the Sharing Settings, locate the object for which you want to create the sharing rule (e.g., Service Deliveries).

* Create a new sharing rule and select "Based on Criteria" as the rule type.

* Define the criteria that records must meet to be shared (e.g., specific fields or values that identify the subset of records).

* Specify the users or roles that should have access to these records and define the level of access (Read/Write).

* Save and Apply the Rule:

* Save the sharing rule and ensure it is activated.

* Verify that the selected staff have the appropriate access to the records as defined by the rule.

By using criteria-based sharing rules, you can selectively grant access to specific records without compromising the overall privacy settings of the organization.

References:

Salesforce Help: Setting Up Sharing Rules

Nonprofit Success Pack (NPSP) Documentation on Sharing and Security Settings

NEW QUESTION # 39

A user has reported an error when trying to merge two contacts using NPSP Contact Merge tab.

Which two issues are the likely cause of the problem?

Choose 2 answers

- A. A unique external Id was kept from the non-master contact.
- B. The user needs to have delete access to the contacts being merged.
- C. The contacts must be in the same household to merge.
- D. The NPSP Duplicate Rule was set to Warn instead of auto-merge.

Answer: A,B

Explanation:

(<https://trailhead.salesforce.com/en/content/learn/modules/contact-and-account-settings-in-nonprofit-success-pack/merge-duplicate->

NEW QUESTION # 40

A nonprofit wants to run an enrollment report for its education classes.

Which Program Management Module object should the consultant use to build the report?

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

Answer: C

Explanation:

To run an enrollment report for education classes in Salesforce using the Program Management Module (PMM), the "Program Engagement" object is the most appropriate. Here are the steps to create such a report:

* Understand Program Engagements:

* Program Engagements track the relationship between a participant (Contact) and the program (Program) they are enrolled in. This object captures key details like enrollment status, start and end dates, and related services.

* Create a Custom Report Type:

* Navigate to Setup > Report Types.

* Click "New Custom Report Type."

* Select "Program Engagement" as the primary object.

* Define the relationships with related objects such as Contacts and Programs.

* Build the Enrollment Report:

* Go to the Reports tab and click "New Report."

* Select the custom report type you just created.

* Add relevant fields such as Participant Name (Contact), Program Name, Enrollment Status, Start Date, and End Date.

* Apply filters to narrow down the report to specific classes or time periods as needed.

* Customize and Save the Report:

* Group the report by Program Name or Participant Name to get a clear view of enrollments.

* Add summary fields to count enrollments or calculate averages if needed.

* Save and run the report to view the enrollment data.

Salesforce Program Management Module Documentation: Detailed instructions on setting up and using PMM for managing programs and engagements. Salesforce PMM Documentation.

NEW QUESTION # 41

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