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## Salesforce Certified Nonprofit Cloud Consultant (NPC) Sample Questions (Q72-Q77):

### NEW QUESTION # 72

A nonprofit wants to implement an external email platform that integrates with Salesforce. The integration will record every email sent to a subscriber, as well as which recipients open the email, click a link, or unsubscribe. Which two storage considerations should the consultant take into account before recommending an email platform? (Choose 2)

- A. Campaign Member records use less storage space than custom object records.
- B. Email subscribers' activities can be retained for a certain length of time.
- C. Subscribers must be synced as Leads and Campaign Members in NPSP.
- D. Unsubscribed Leads should be deleted from Salesforce immediately.

**Answer: A,B**

Explanation:

Data storage is a significant cost and performance consideration for nonprofits. External email platforms (like Mailchimp, Constant Contact, or Marketing Cloud) can generate millions of "Activity" records that quickly consume a Salesforce org's data storage limits.

Two Key Considerations:

\* Record Type Efficiency (B): In the Salesforce storage model, Campaign Member records are highly efficient. They take up significantly less space than a record in a custom object (like a "Email Result" object). If the integration uses Campaign Members to track status, the org can store more data before hitting its limits.

\* Retention Policies (C): Because individual "Open" and "Click" data becomes less relevant over time, the consultant must consider a Data Retention Policy. For example, the organization might decide to keep granular engagement data for 6 months to drive near-term marketing, but then archive or delete that data to free up space for new records.

Why other options are less relevant:

\* Option A: Syncing as Leads is a functional choice, but not a "storage consideration" in itself.

\* Option D: Deleting unsubscribed leads is a bad practice; you should keep the record and mark it as

"Email Opt Out" to ensure you don't accidentally re-import and email them in the future, which would violate anti-spam laws.

### NEW QUESTION # 73

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

**Answer: D**

Explanation:

When an organization uses a Private sharing model (Organization-Wide Defaults), users can only see records they own or records owned by their subordinates in the role hierarchy. To open up visibility to a "subset" of records for a "selected" group of staff, the consultant must use a Sharing Rule.

Implementing the Solution:

\* Criteria-Based Logic: Since only a subset of Service Deliveries (e.g., those related to "Mental Health" or a specific "Program") needs to be shared, the consultant should use a Criteria-Based Sharing Rule.

\* Definition: The rule might state: "Share Service Delivery records where Program Name EQUALS 'Youth Outreach' with the Program Staff Public Group."

\* Access Level: The consultant defines the level of access (Read Only or Read/Write).

\* Public Groups: The "selected staff" should be added to a Public Group. The sharing rule then targets this group.

Why other options are incorrect:

\* Public Read/Write (Option B): This would expose all records to all users, violating the nonprofit's strict security requirements.

\* Permission Sets / Profiles (Options C & D): These grant the functional ability to use the object (CRUD), but in a Private sharing model, they do not grant access to specific records owned by others.

Sharing rules are the primary tool for record-level visibility in Salesforce.

### NEW QUESTION # 74

A consultant is working on a data migration to NPSP that includes tens of millions of records across many objects. The migration needs to take place over a weekend to minimize system downtime. What should the consultant recommend?

- A. SOAP API
- B. NPSP Data Import
- C. Data Import Wizard
- **D. Bulk API**

**Answer: D**

Explanation:

When dealing with Large Data Volumes (LDV)-specifically in the range of "tens of millions of records"- standard import tools and standard APIs are insufficient due to governor limits and processing speeds. For a time-sensitive weekend migration, the Bulk API is the only architecturally sound recommendation.

Why Bulk API is Required:

- \* Parallel Processing: Unlike the SOAP API (Option B), which processes records synchronously (one by one or in small serial batches), the Bulk API is designed for asynchronous processing. It breaks the data into large chunks (up to 10,000 records per batch) and processes them in parallel on the Salesforce application servers.
- \* Minimized API Calls: Tens of millions of records would quickly exhaust an organization's daily SOAP API limits. The Bulk API is optimized to handle massive datasets with significantly fewer API calls.
- \* Weekend Constraint: The "weekend" requirement implies a need for high throughput. The Bulk API is the fastest method available for moving data into Salesforce, making it possible to complete a multi-million record migration within a 48-hour window.

Why other options fail:

- \* NPSP Data Import (Option C): While powerful for processing complex logic (like creating Accounts and Contacts at once), it is built on top of standard Apex processing and is significantly slower than the Bulk API for pure volume.
- \* Data Import Wizard (Option D): This tool is limited to 50,000 records per session, making it impossible to use for a migration of this scale.

A consultant would typically use a tool like Data Loader (configured for Bulk mode) or a dedicated ETL tool (like Informatica or Mulesoft) that utilizes the Bulk API to achieve the necessary performance.

### NEW QUESTION # 75

A nonprofit wants all donations related to a new direct mail appeal to be assigned to a designated restricted fund. How should the consultant advise the nonprofit to achieve this?

- A. Create a campaign for the appeal and add a lookup field for the GAU for the designated fund.
- **B. Create a campaign for the appeal and use the Manage Allocations functionality to assign the fund.**
- C. Run Batch Create Default Allocations bulk data process and specify the designated fund as the default.
- D. Enable Default Allocations and specify the designated fund as the default GAU.

**Answer: B**

Explanation:

In NPSP, the tracking of restricted funds is managed through the General Accounting Unit (GAU) and GAU Allocations. When a nonprofit launches a specific appeal (like a direct mail campaign) for a restricted fund, the system can automate the allocation of every gift received through that appeal.

Step-by-Step Implementation:

- \* The GAU: Ensure the restricted fund is created as a General Accounting Unit record.
- \* The Campaign: Create a Campaign record representing the "Direct Mail Appeal."
- \* Manage Allocations: On the Campaign record, a consultant uses the Manage Allocations button (a specialized NPSP interface).
- \* The Link: In this interface, the consultant selects the designated GAU and assigns it to the Campaign (usually at 100%).
- \* Automation: Because of NPSP's built-in logic, any time a donation is created and linked to this Campaign (as the Primary Campaign Source), the system will automatically create a GAU Allocation record for that donation, linking it to the restricted fund.

Why other options are incorrect:

- \* Option D: Setting a "Default GAU" is an org-wide setting. If you set the restricted fund as the default, then every gift in the system (even unrestricted ones) would go to that fund.
- \* Option C: Simply adding a custom lookup field to the Campaign does not trigger the complex NPSP automation needed to create the Allocation records on the Opportunity. You must use the "Manage Allocations" feature to "connect" the campaign to the GAU logic.

### NEW QUESTION # 76

A consultant began an implementation project with a nonprofit that is new to Salesforce. The nonprofit's leadership is hesitant to spend time at the beginning of the project on change management. What are three reasons the consultant can share to emphasize the value and importance of governance? (Choose 3)

- **A. Security**
- B. Technical interoperability
- C. Delivery Speed
- **D. Compliance**
- **E. Cost savings**

**Answer: A,D,E**

Explanation:

Governance in a Salesforce project is the framework of rules and processes that ensure the system remains healthy, secure, and aligned with the mission. While leadership may view it as "bureaucracy," a consultant must frame it as risk management.

Three Core Pillars of Governance Value:

\* Security (E): Without governance, users might be granted broad permissions "to move fast," leading to data breaches or the exposure of sensitive donor/client information. Governance ensures a "Principle of Least Privilege" is maintained through a structured review of Permission Sets and Sharing Rules.

\* Compliance (C): Nonprofits are subject to strict regulations (e.g., GDPR, HIPAA, or IRS audit requirements). Governance provides the documentation and audit trail needed to prove that the organization is handling data according to legal standards.

\* Cost Savings (B): This is often the most persuasive argument for leadership. Poor governance leads to "Technical Debt"-duplicate apps, messy data, and conflicting automations that require expensive consultant hours to fix later. By establishing a Change Control Board (CCB), the organization avoids wasting money on redundant tools or poorly designed features. While Delivery Speed (D) and Interoperability (A) are benefits of a well-run project, they are often the result of good governance rather than the primary strategic reasons to implement it. Security, Compliance, and Cost Savings are the fundamental justifications for a nonprofit's long-term sustainability on the platform.

## NEW QUESTION # 77

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