



# Pardot for Nonprofits

## Empower Your Staff to Engage More Effectively

Your supporters are more informed and connected than ever before, which requires more personalized engagement across the supporter journey. Our easy-to-use marketing automation platform, Pardot gives you the tools to create, deploy, and manage online marketing campaigns that integrate with your CRM and drive real results.

Now you can send the right message every time, and convert your constituents' intentions into action.

**LET'S TAKE A CLOSER LOOK AT PARDOT**

## ✔ EFFORTLESS EMAIL MARKETING

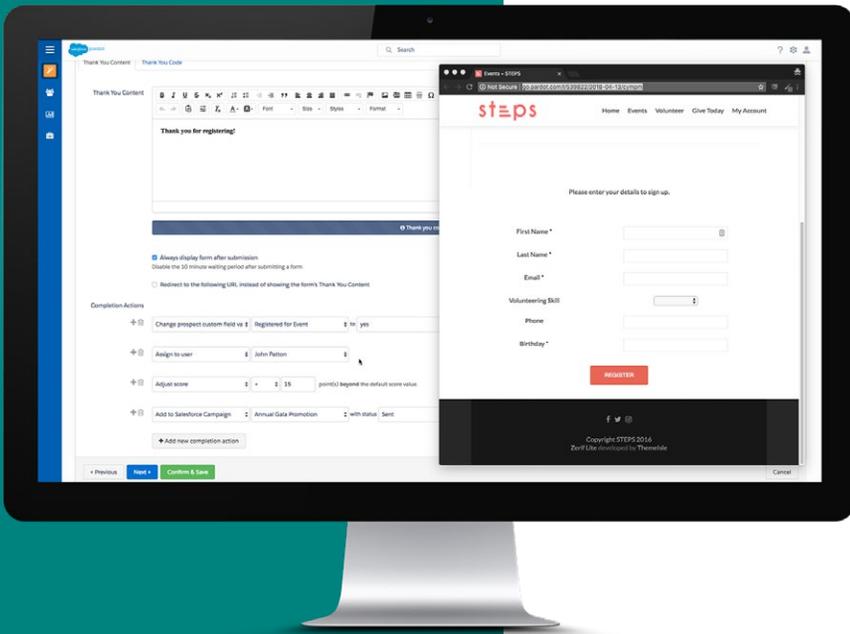
Create beautiful email campaigns that deliver results. Build emails quickly and easily with the an intuitive visual editor. Send the right email to the right person at the right time with campaign automation – just set it and forget it. Segment your supporters based on their interests and attributes, then send personalized content to every constituent. Leverage industry-leading tools to ensure deliverability and consistent viewing on any device.

## ★ LEAD GENERATION ENGINE

Keep your pipeline fully stocked with a steady flow of high-quality constituents. Build compelling landing pages and forms in minutes using drag-and-drop tools without the help of IT, and find out who's visiting them. Measure the true ROI of your campaigns with Google AdWords integration, search term revenue tracking, and keyword performance analysis. Use progressive profiling and social integration to get a 360-degree view of prospects.

## 🌀 SEAMLESS PROSPECT MANAGEMENT

Spend less time on repeat tasks and more time engaging donors. Work faster with customizable workflow rules that everyday processes and automatically keep data clean. Set up nurture campaigns that keep constituents connected with a stream of relevant content or re-engage dormant supporters. With automated leadscoring, your fundraising teams always know which opportunities are worth their time.

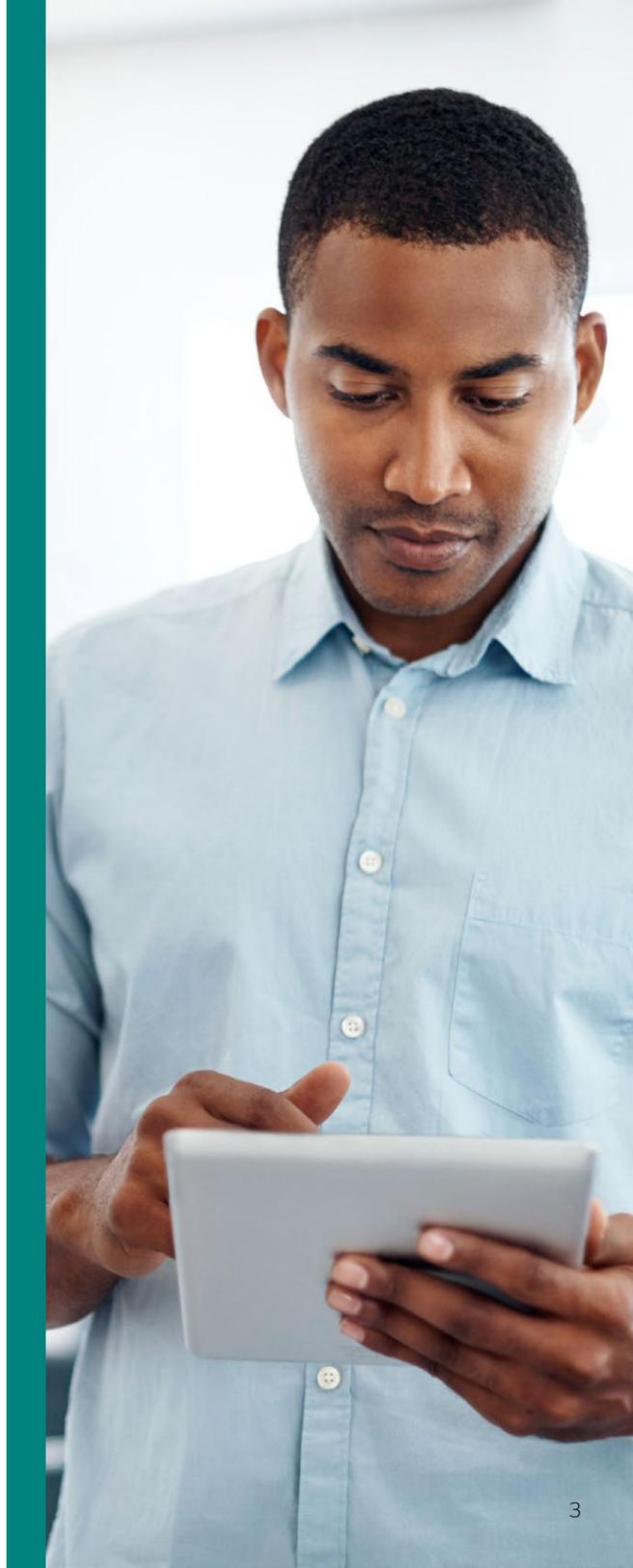


## **POWERFUL TOOLS FOR YOUR TEAM**

Supercharge your marketing and fundraising teams. Give your development team access to a library of approved email templates and nurturing tracks, so they can launch their own campaigns to their supporters. Now staff can access all of their contact data and record notes from their mobile phones with the Salesforce1 Mobile App, or update a contact's information right from their inbox with Pardot Engage for Gmail.

## **ROBUST REPORTING**

Finally understand which communications are working, and which need some work. Measure campaign ROI and tie converted prospects back to marketing efforts. Check the health of your funnel at a glance and pinpoint where opportunities are getting stuck. Use A/B Testing to hone in on the most powerful subject lines, images, and messages. Gain deep insight into clicks, opens, and content engagement.



## Marketing Automation for Every Part of Your Organization



### MARKETING AUTOMATION FOR FUNDRAISING

Generate more – and better – prospects for your development team. Send smarter emails and deploy less cumbersome forms. Gain a deeper understanding of every donor by enriching CRM data with information about their web activity, email clicks and opens, and content consumption. Manage every aspect of your fundraising campaigns in one place, while tracking real-time results.



### MARKETING AUTOMATION FOR PROGRAMS AND SERVICES

Guide clients of your programs and services through a personalized journey that dynamically responds their behavior. Send volunteers tailored opportunities to get involved based on their interests and history. Ensure alignment across your network by delivering consistent communications to chapters, affiliates, and partners. Keep grantees updated on deadlines and action items, and funders in the loop on your activities and impact.

## Customer Success

Project Lead the Way is the nation's largest provider of K-12 STEM programs that help students develop the critical 21st-century skills they need to succeed. PLTW's engagement team, which is focused on bringing new schools into the program, uses Pardot to manage their pipeline of new sites and engage with schools interested in joining the program. PLTW was able to set up Pardot with minimal IT resources, and now their engagement team has a complete solution for tracking contacts and prospects, managing campaigns, sending consistent communications, and generating more leads by tracking web activity and brochure downloads. With Pardot, they've increased open rates, time-to-close for new opportunities, and enabled their remote staff to work better from anywhere.

“Our teams love the simplicity of Pardot: they love how everything is seamlessly integrated and the insight that it provides to everyone in the organization about what’s happening.”

**STEPHANIE COX, VICE PRESIDENT OF MARKETING**  
**PROJECT LEAD THE WAY**





READY TO ENGAGE YOUR CONSTITUENTS  
LIKE NEVER BEFORE?

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