

Bay Park Data Solutions

Donor Intelligence for Nonprofits

Integrate CRM data with geographic intelligence to understand where your donors are, identify new opportunities, and support smarter fundraising decisions

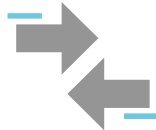
Connect Your CRM, GIS, and Donor Analytics

Nonprofits collect valuable donor data in CRM systems like Salesforce, but it can be difficult to understand where donors are located, how fundraising efforts perform geographically, and where new opportunities may exist.

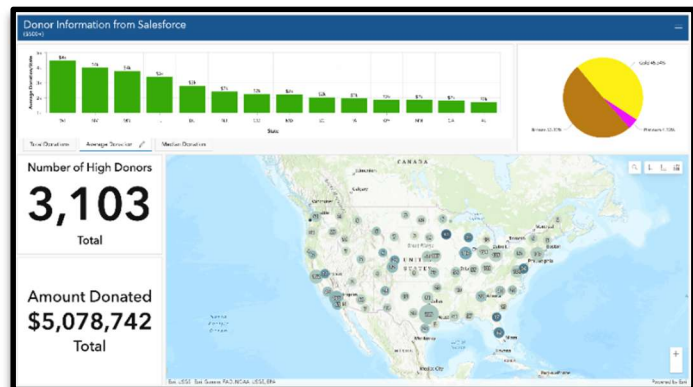
We help nonprofits turn donor data into actionable intelligence by integrating CRM platforms with geographic analysis and interactive dashboards.

Without geographic analysis, valuable insights in your donor data often remain hidden.

Donor information is stored here



- Understand your Donor Base
- Visualize Fundraising Campaign Results



The Bay Park Solution

Bay Park integrations reveal powerful new insights into your donor community.

By combining CRM donor records, wealth intelligence platforms like iWave, and demographic insights from Esri's Business Analyst, nonprofits can better understand where donors are located, where giving potential exists, and how fundraising efforts perform geographically.

This approach creates a **Donor Intelligence platform** that helps nonprofits move beyond spreadsheets and gain a deeper understanding of their supporters.

Learn more about our Donor Intelligence solutions and request a demo at:
<https://www.bayparkdatasolutions.com/salesforce-data-visualization>

