Nonprofit Industry at a Glance
Communication Guide

Overview

QuickBooks offers comprehensive solutions for the nonprofit industry. Nonprofit organizations must adapt and accelerate their digital transformation journeys or risk being left behind in the areas of program management, online fundraising, reporting to stakeholders, data collection, and marketing. The nonprofit sector tends to operate on tight budgets, so the cost of up-to-date technology or turning to an enterprise resource planning (ERP) software suite (which are often extremely expensive, complicated to run, and have an array of capabilities that you may never use but still must pay for) can be prohibitive.

Customer Profile

Nonprofits are broken down into Churches, Schools, and Foundations; Civil, Social, and Business engagement Organizations; Human Services Organizations; and Cultural and Humanities Nonprofits

- Many midsize nonprofits often have lean budgets, spread across many competing goals.
- Exploring the option of using expensive, multi-functional systems (ERP), but will only use a fraction of the features
- Need education that QuickBooks provides comprehensive, customizable mid-market solutions at lower cost

Needs

Nonprofits Need a Financial Management Platform to meet their needs. We've got a solution for that!

- Automated fund accounting and complete accounting solution
- Nonprofit Chart of Accounts
- Expanded capacity and increased protection
- Donor Management
- Integrations with best-in-class, third-party apps
- Fast, streamlined payroll *(QuickBooks Payroll)*
- Stay IRS compliant and create custom, specialized reports
- Access to HR benefit information directly from payroll accounts *(QuickBooks Payroll)*
- Online, outsourced bookkeeping *(QuickBooks Live)*
- Manage and Track Employee Time and Labor Costs *(QuickBooks Time)*
- Easier donation payment processing

Industry Unique Challenges/QuickBooks Solutions Differentiators

Nonprofits have unique challenges including:

- **Nonprofit Chart of Accounts.** *Nonprofits need to be able to categorize financial activity into different accounts (equipment, revenue from donations, expenses for programs, utilities, salaries) and subaccounts and incorporate the unified chart of accounts so they can easily and reliably transfer data directly into IRS forms. QuickBooks has solution for that.*
- **Fund Accounting/Need to Categorize Revenue by Fund or Program.** *Fund accounting means tracking expenses by fund or program. Rather than track how much profit is earned like small businesses, nonprofit organizations track how money is spent. QuickBooks makes it easy to allocate revenue and expenditures to specific funds or programs, fundraising, overhead, general, and administrative expenses for you. You can instantly create financial reports to see where you stand.*
- **Clear Financial Insights.** *Nonprofits need ability to measure the Key Performance Indicators (KPIs) that matter most and the ability to create board or foundation-ready visual presentations in minutes. QuickBooks' integration with Smart Reporting powered by Fathom™ enables your nonprofit easy access to these numbers, making writing grant proposals easier.*
- **Ability to Configure Custom User Roles to Manage Access to Sensitive Data.** *QuickBooks allows you to delegate work and give select individuals access to finances or sensitive data and ensures volunteers don't have the same level of access.*
- **Need to Accept Donations Anywhere, Anytime.** *QuickBooks lets you accept all types of donations. You and your volunteers can accept donations from a credit card, debit card, bank transfer, cash, or check. Your team can take and record donations right on their phone or mobile device. Tag donations to a specific program or fund for accurate bookkeeping.*
- **Specialized Reporting.** *Nonprofits use a variety of specialized reports such as annual board member reports, donor reports, and grant reports. With QuickBooks, you can easily customize your reporting templates and run any report you need. Create presentation-worthy reports with your logo, an introduction, and notes. Set up automatic reports to be created and emailed to colleagues, board members, and donors. With QuickBooks Online and QuickBooks Advanced, you can Instantly review the statement of financial position, the statement of financial activities to budget, actual reports, and more. Send your donors yearly donation statement with thank you letters attached.*
- **IRS Compliance.** *Not all nonprofits need to report to the IRS, but the ones that do need to report where the money came from, how it was spent, and why it was spent. QuickBooks makes it easy to tag expenditures for fundraising, programs, or general admin so that you can report exactly how each dollar was spent for each program or fund across your organization. At the end of the year, all your data is organized in one location to save you time when preparing IRS Form 990.*

Communication Guide *(continued)*

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Nonprofits' unique challenges continued:

- **Managing Payroll and Labor Costs.** *Keeping employees happy by paying them accurately, in full, and on time is critical. Overtime can accumulate causing increased payroll costs without "real time" time tracking and monitoring. Oftentimes, it is difficult to sync time tracking with accounting and payroll software. QuickBooks Time has a solution for that.*
- **Budgeting.** *A monthly budget is critical for your nonprofit, but you can't do that if you don't have detailed records of your expenditures as well as donor and grant revenue.*
- **Forecasting.** *Consistent financial records are necessary for you to be able to create realistic forecasts that you can use to plan future growth and expenditures. This is particularly important if you're looking to expand your nonprofit soon.*

Questions to Engage Nonprofit Customers

1. How has your nonprofit endured throughout the pandemic? How have you pivoted and made changes to adapt? What changes have you implemented?
2. Are you currently using QuickBooks or another accounting system? (*If not, QuickBooks, ask:* What are your biggest challenges with your current system?
3. What other donor management, CRM, donor receipt software applications are you currently using? How are they integrated with your accounting applications?
4. Does your current system allow you to integrate with key apps for the nonprofit industry? *(Connect seamlessly with the current apps you already use to keep your business running smoothly)*
5. What software are you currently using for payroll? Time tracking? Scheduling? *(Pay your employees with integrated payroll, taxes, health benefits, workers comp, and more with both QuickBooks desktop and online. Save about 4% on payroll, reduce payroll processing hours by about 2 hours per payroll and increase billables by 10% with our time tracking solution)*
6. Are you able to get all your metrics in one dashboard? *(Through our partner, you get one true source to aggregate profitability analytics into one dashboard to gain insights into KPIs)*
7. Does your current accounting system allow you to create unique user IDs for volunteers and assign access levels for each to protect donor privacy? *(QuickBooks lets you create separate logins for volunteers)*
8. Can you accept donations anywhere, anytime on a mobile device? *(QuickBooks allows volunteers or staff to accept donations from anywhere on any mobile device)*
9. What unique challenges does your business face when it comes to tax reporting? *(QuickBooks helps you prepare IRS Form 990)*
10. What kind of reporting needs does your nonprofit have? *(QuickBooks helps set up automatic reports and email to colleagues, board members and donors)*

QuickBooks Talking Points

- QuickBooks has a solution to **run every part of your nonprofit business more effectively, accelerate growth and boost profits and productivity** with a portfolio of intuitive, desktop and cloud-based financial and business management solutions, third-party apps, and access to a network of experts for support and partners.
- QuickBooks Integrates with premium, best-in-class apps (Donor Path, Kindful, Bloomerang, Donor Receipts & QuickBooks Time)
- QuickBooks' clients get **real-time, data analytics and insights visible in a single dashboard** to help make better business decisions.
- **Automation, delegation and customization** with improved workflows, user role-based access to financial data, and advanced reporting.

QuickBooks Solutions

QuickBooks Online Advanced
QuickBooks Enterprise with Remote Hosting

QuickBooks Services

🖥 Payroll		🏛 Capital	
🕐 Time		🛒 Commerce	
🖥 Payments		LIVE Live Bookkeeping	

Over 650+ Apps

- **Premium Third-Party apps**, such as Flowrev, TrueRev, Saasable, Docusign, MailcCimp, Salesforce, Bill.com, BigTime, HubSpot, Mavenlink, Karbon, & QuickBooks Time.

Solution providers and partners offering:

- Value-added services
- Data migration and app integration services
- Complex workflows and custom reporting

Communication Guide *(continued)*

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Key Features/Benefits	Description
Easy-to-Use	Get up and running easily with an intuitive interface and simple data migration.
Get Live Bookkeeping Help	**QuickBooks Live** lets you chat with a bookkeeper to review your books, run reports, and even help with bank reconciliations—giving your more time to run your business.
Automate Bill and Invoice Approvals	Make manual approvals a thing of the past. Automate your accounting system by using *customized workflow templates* to streamline repetitive billing and invoicing tasks. *Only available in QuickBooks Online Advanced
Run Specific Reports	At the end of the day, accounting is all about getting the information you need to make smart decisions. That means seeing a **comprehensive picture of your entire business financials** presented the way you want.
Gain Insights	Gain even more insight by viewing built-in bookkeeping reports that compare performance between periods. Quickly access a profit and loss report that shows how much you spend on each expense category so you can quickly make smart decisions for your business.
Manage Labor Costs	**QuickBooks time-tracking and QuickBooks payroll** features let employees easily log their hours for approval. Easily run reports to see trends—like weekly and monthly pay differences or payroll costs by client account—so you can make any necessary adjustments quickly. See how many hours you are paying in OT and get real-time alerts to overtime pay.
Financial Hub	Where consultants can **track every dollar with robust general ledger functionality and end-to-end project management,** from estimate to payment. Better visibility over billable hours, project resource availability, and utilization.
Allow Accountants Instant Access to Your QuickBooks Data	With **QuickBooks Online Advanced**, your accountant always has instant access to your account to answer questions, fix problems, and help prepare your taxes. Create a unique login so your accountant can work on your books without leaving their office. Plus, accountants receive a free version of QuickBooks designed specifically for them, called QuickBooks Online Accountant making it even easier for them to work with you.
Customizable User Permissions	Not everyone needs access to the same data. **Users only see what information you give them access** to within your QuickBooks account.
Get VIP Member Service	**QuickBooks Priority Circle** connects you with a dedicated account team, in-depth training and 24/7 premium technical support.
Sign in Anywhere, Anytime	**QuickBooks Online** is in the cloud, so no need to download anything. Sign in from your web browser or get a Mac/Windows app to run the software even faster.