



# The Journey from Data Model to Integrations with the NCDM

April 22, 2021



# Welcome!



# Agenda

**1**

**Welcome to the community!**

**2**

**The AND not OR world (& ! |)**

**3**

**The NCDM Journey Pyramid (TNCDMJP)**

**4**

**Community project: reports**

**5**

**Next steps: join the community project**

# Vision

A world where less resources are spent moving data and more time spent leveraging data to achieve the Sustainable Development Goals.

# Mission

To nurture the growth of a vibrant nonprofit data model ecosystem and to more effectively achieve the SDGs through business, nonprofit, and individual collaboration.

# **A community for partners, by partners**

**...and also nonprofit users!**

# Online community

CDM FOR NONPROFITS COMMUNITY

Announcements  
Common Data Model for Nonprofits community an. ✓ Joined

NEW CONVERSATIONS ALL CONVERSATIONS FILES SEARCH

Update Question Poll Praise Announcement

Share something with this group...

**Amanda Cunningham** – January 15 at 11:09 AM  
It's almost the weekend! Before you sign off make sure you check out the PICnet blog post on the Nonprofit Common Data Model virtual event happening next week - an event so nice, it's being held twice! [#NonprofitCDM](#)

Free Webinar: The Nonprofit CDM as a Global Impact Game-Changer, Thursday, January 21st at 10am & 8pm ET

<https://www.soapboxengage.com/blog/1969-virtual-event-the-nonprofit-cdm-as-a-global-impact-game-changer>

MEMBERS (9)

INFO  
[Click here to edit this section.](#)

GROUP ACTIONS  
[View Group Insights](#)

NETWORK RESOURCES Add  
[CDM for Nonprofits E...](#)

<https://www.yammer.com/cdmfornonprofitscommunity>

# Information Hub

**Nonprofit CDM**

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## Data Model for the Modern Nonprofit

The Nonprofit CDM is a open source data model for structuring data in a common way across applications and organizations.

[JOIN THE COMMUNITY](#)

[LEARN MORE](#)

<https://www.nonprofitcdm.org>



# Social media

**nonprofitcdm**  
7 Tweets

**nonprofitcdm**  
@nonprofitcdm

The Nonprofit CDM is an open source data model for structuring data in a common way across applications and organizations.

Joined December 2020  
0 Following 6 Followers  
Followed by PICnet

**nonprofitcdm** @nonprofitcdm · 2h  
Want to learn more about the technical structure of the #NonprofitCDM and how your business can use it? Join us TOMORROW at 10am or 8pm ET!

Free Webinar: The Nonprofit CDM as a Global Impact Game-Changer, 1/21 @ 10am & 8pm ET

Register here: [nonprofitcdm.org/events](https://nonprofitcdm.org/events)

@NonprofitCDM

# Access the data model

MicrosoftDocs / common-data-model-and-service

Watch 18 Star 24 Fork 41

Code Issues 12 Pull requests 1 Actions Projects Wiki Security Insights

master common-data-model-and-service / common-data-model / schema / core / applicationCommon / foundationCommon / crmCommon / accelerators / nonProfit / overview.md

llawwai fix the website entity issue Latest commit 5f16f52 on Aug 7, 2020 History

7 contributors

27 lines (20 sloc) | 645 Bytes

title	description	author	ms.service	ms.reviewer	ms.topic	ms.date	ms.author
overview of nonProfit - Common Data Model   Microsoft Docs	nonProfit is a folder that contains standard entities related to the Common Data Model.	llawwai	common-data-model	deonhe	article	8/7/2020	weiluo

### Overview of nonProfit

CDM 'nonProfit' Accelerators

### Sub-folders

Name
<a href="#">nonProfitCore</a>
<a href="#">nonProfitForSales</a>

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# Time to pivot

**Our community reaches its potential when we  
begin building solutions together**



So...

Let's talk  
silos!

# **Data silos used to be functional based**

# The **past** era's data silos

## Point solutions



Fundraising

Finance

Programs

Volunteers

# Are platforms the modern era data silos?



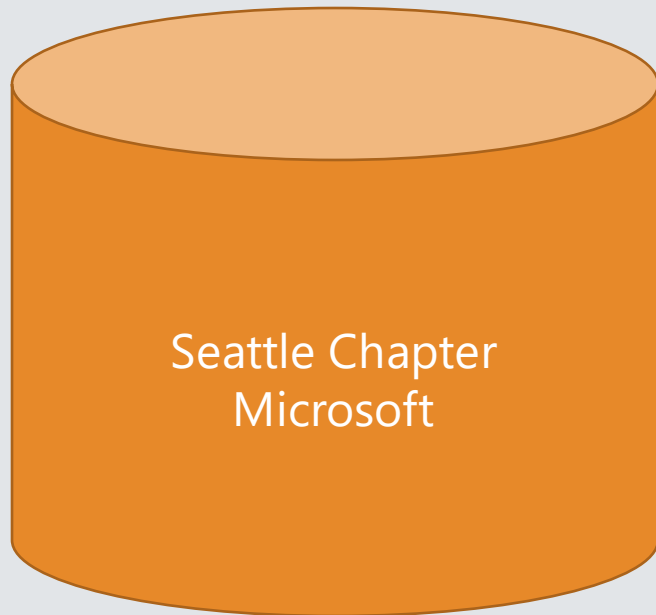
# Evolution to Cloud Platforms

"Put it all in a single platform."

Blackbaud OR Salesforce OR Microsoft



# What's Next: Multi-Platform The AND World



Charleston Chapter  
Blackbaud

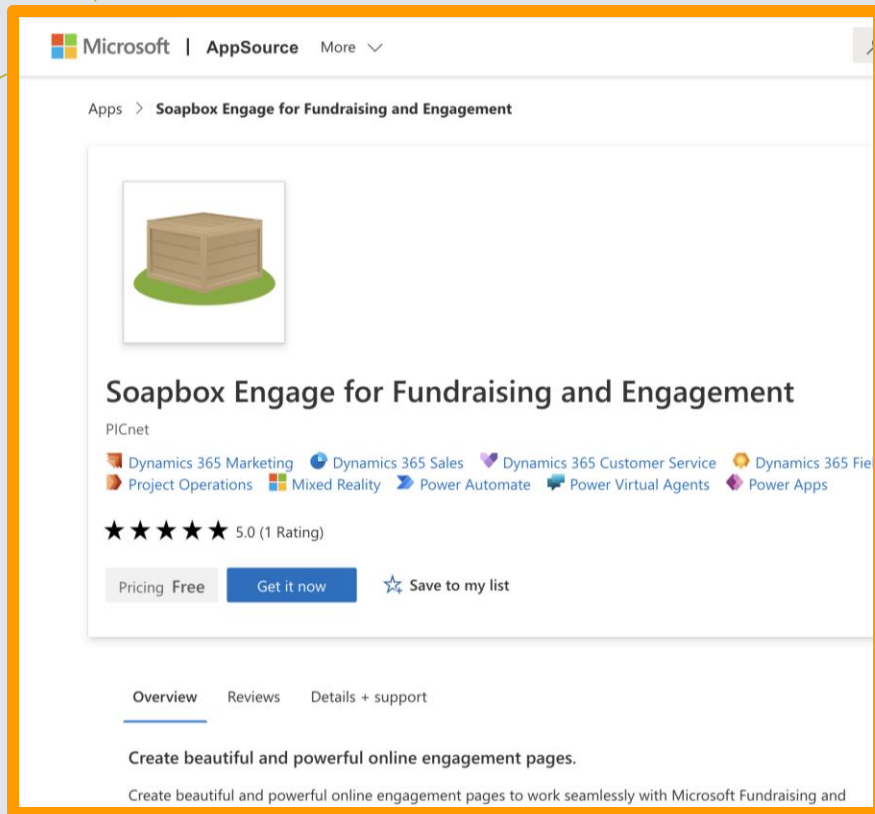




& ! |


Tim wants you to know he thought of this...

# Example 1: Let's get on our soapbox...



Microsoft | AppSource More ▾

Apps > Soapbox Engage for Fundraising and Engagement



### Soapbox Engage for Fundraising and Engagement

PICnet

Dynamics 365 Marketing Dynamics 365 Sales Dynamics 365 Customer Service Dynamics 365 Field  
 Project Operations Mixed Reality Power Automate Power Virtual Agents Power Apps

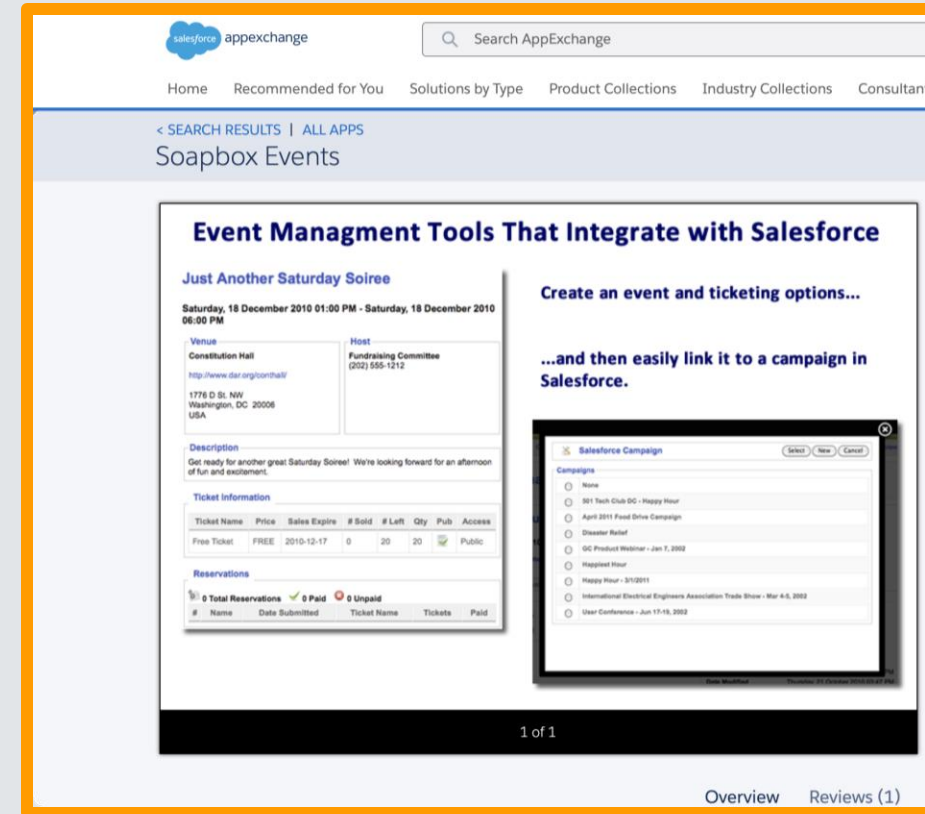
★★★★★ 5.0 (1 Rating)

Pricing Free [Get it now](#) [Save to my list](#)

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Create beautiful and powerful online engagement pages.

Create beautiful and powerful online engagement pages to work seamlessly with Microsoft Fundraising and



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## Soapbox Events

### Event Management Tools That Integrate with Salesforce

**Just Another Saturday Soiree**  
Saturday, 18 December 2010 01:00 PM - Saturday, 18 December 2010 06:00 PM

Venue	Host
<b>Constitution Hall</b> <a href="http://www.dcr.org/consthall/">http://www.dcr.org/consthall/</a> 1776 D St. NW Washington, DC 20006 USA	<b>Fundraising Committee</b> (002) 555-1212


**Description**  
Get ready for another great Saturday Soiree! We're looking forward for an afternoon of fun and excitement.

Ticket Information							
Ticket Name	Price	Sales Expire	# Sold	# Left	Qty	Pub	Access
Free Ticket	FREE	2010-12-17	0	20	20	<input checked="" type="checkbox"/>	Public

**Reservations**

0 Total Reservations				0 Paid		0 Unpaid	
#	Name	Date Submitted	Ticket Name	Tickets	Paid		

**Create an event and ticketing options...  
...and then easily link it to a campaign in Salesforce.**



1 of 1

[Overview](#) [Reviews \(1\)](#)

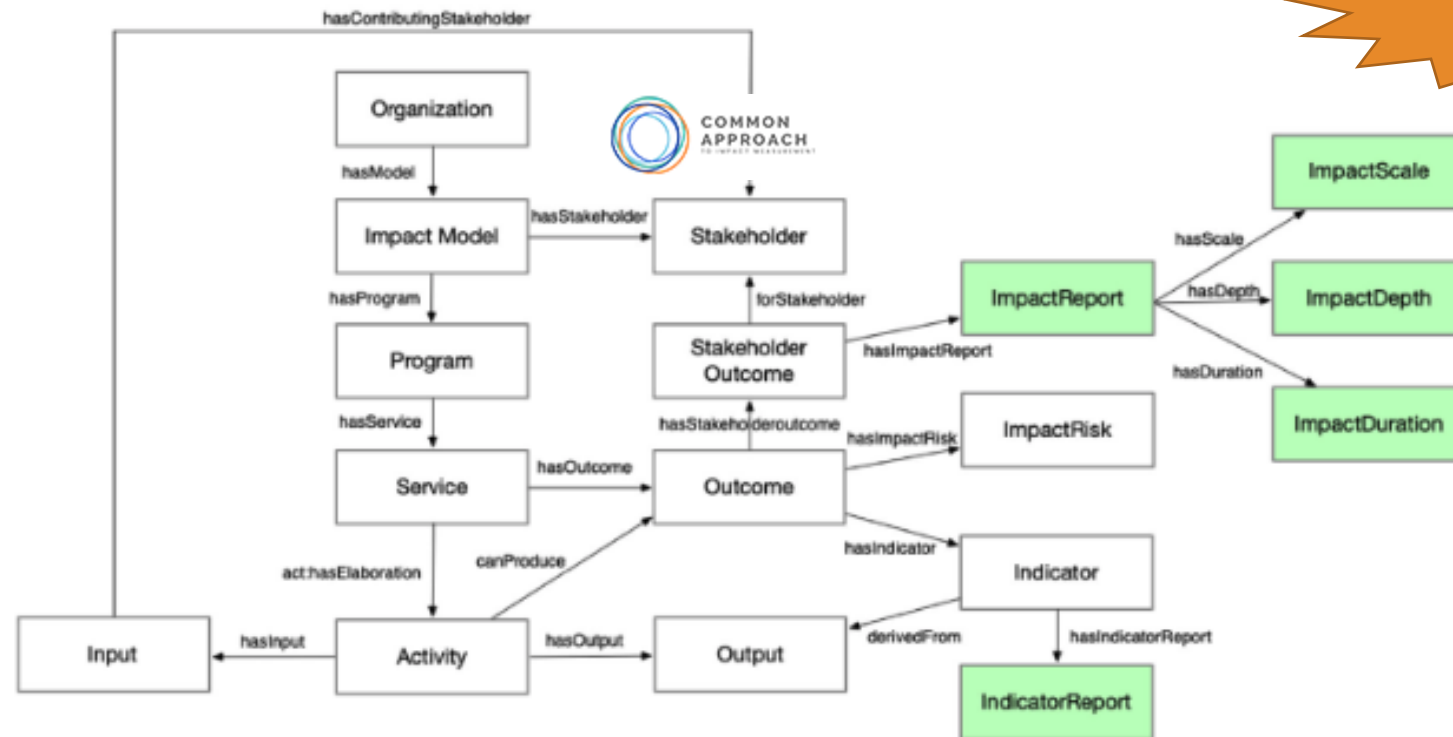
# Example 2: Common Approach to Impact Measurement



DRAFT



COMMON  
APPROACH  
TO IMPACT MEASUREMENT

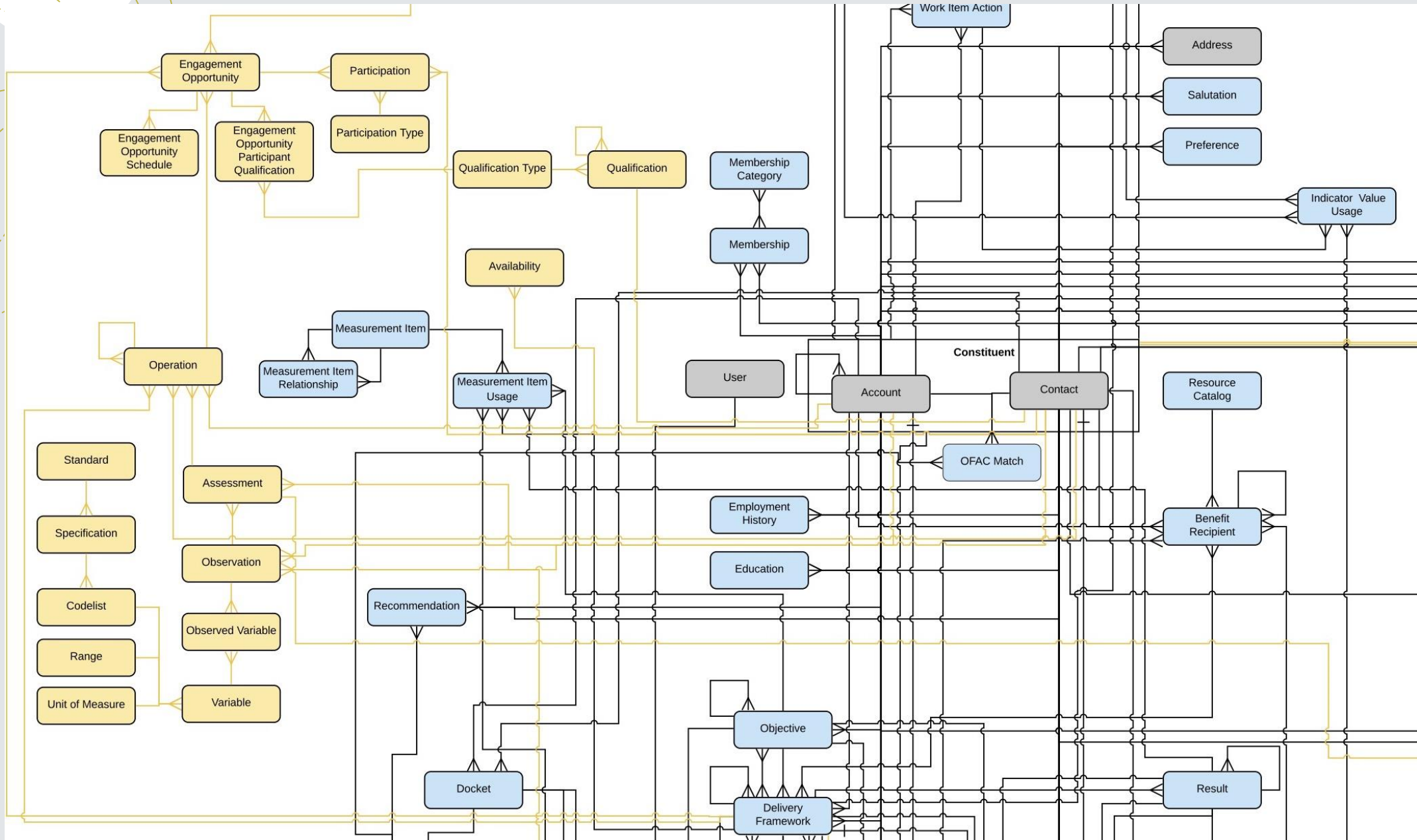


# Common data model for the common good

A set of standardized, extensible data schemas.

Includes entities, attributes, semantic metadata, and relationships.

Simplifies the creation, aggregation, and analysis of data.



# What's missing here?

- + This is just a blueprint (a very solid one, but still, just a blueprint)
- + Common data model entities for sub-vertical needs
- + Internationalization
- + Easy solutions to easily analyze the data
- + Functioning cross-system integrations



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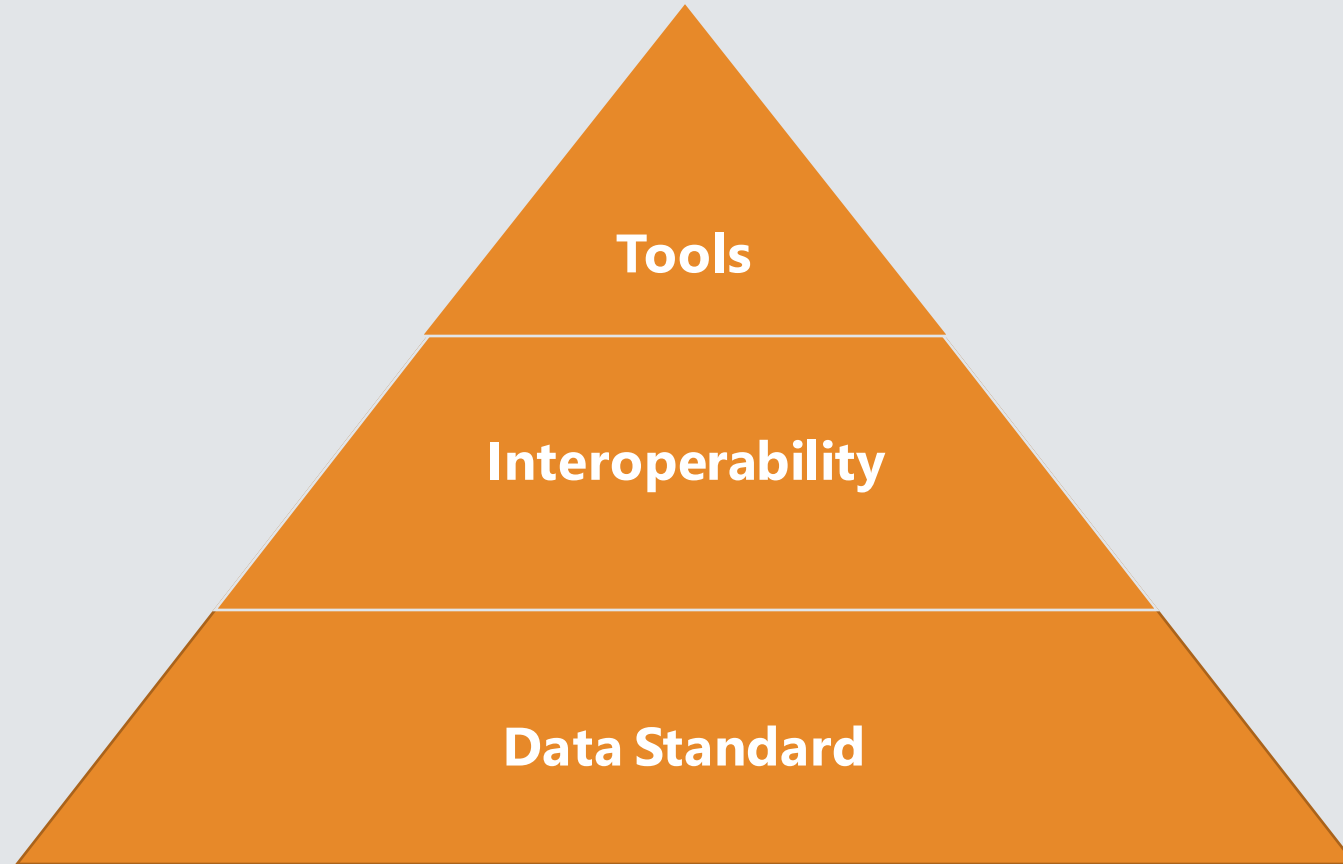
**5**

**Next steps: join the community project**

# The food pyramid

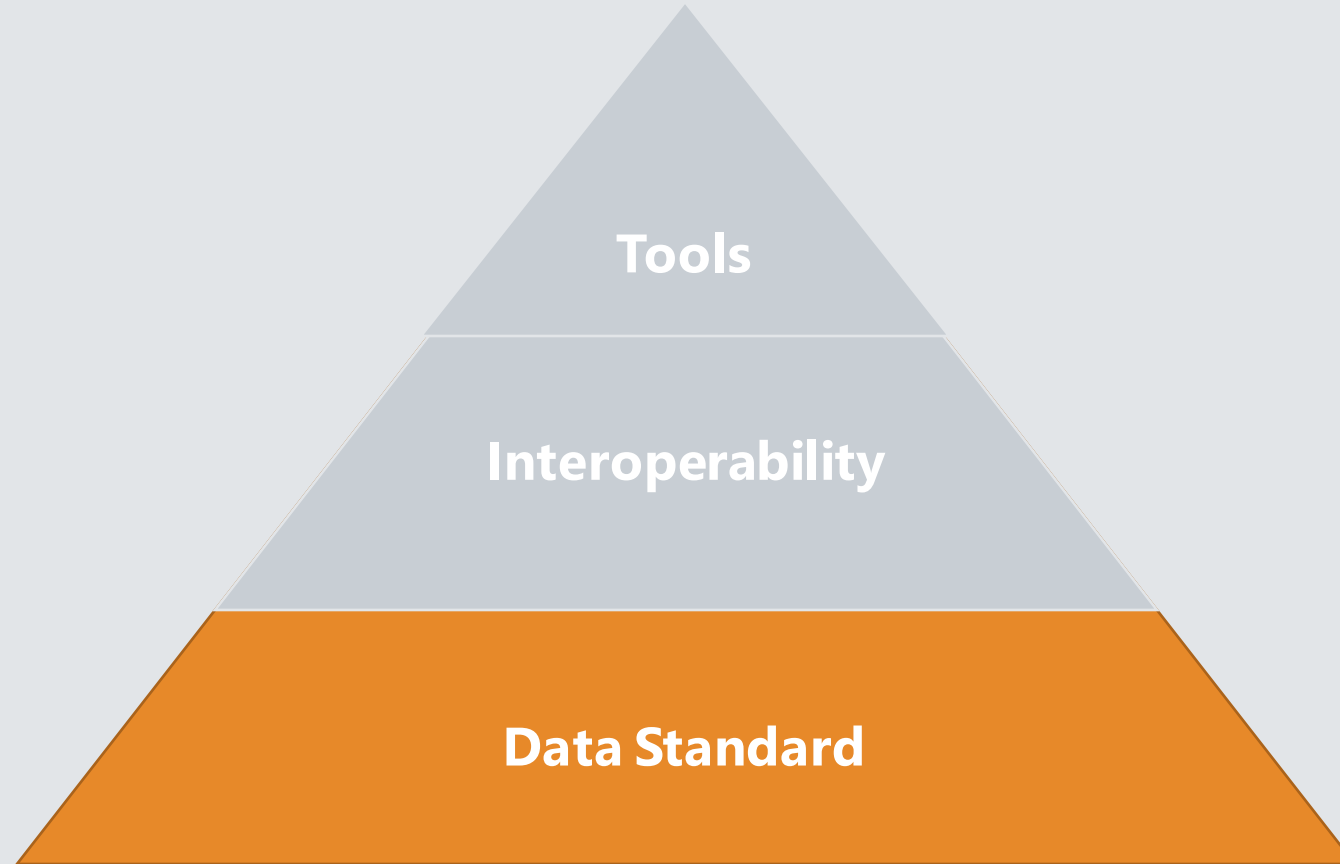


# The NCDM journey pyramid of hope and life

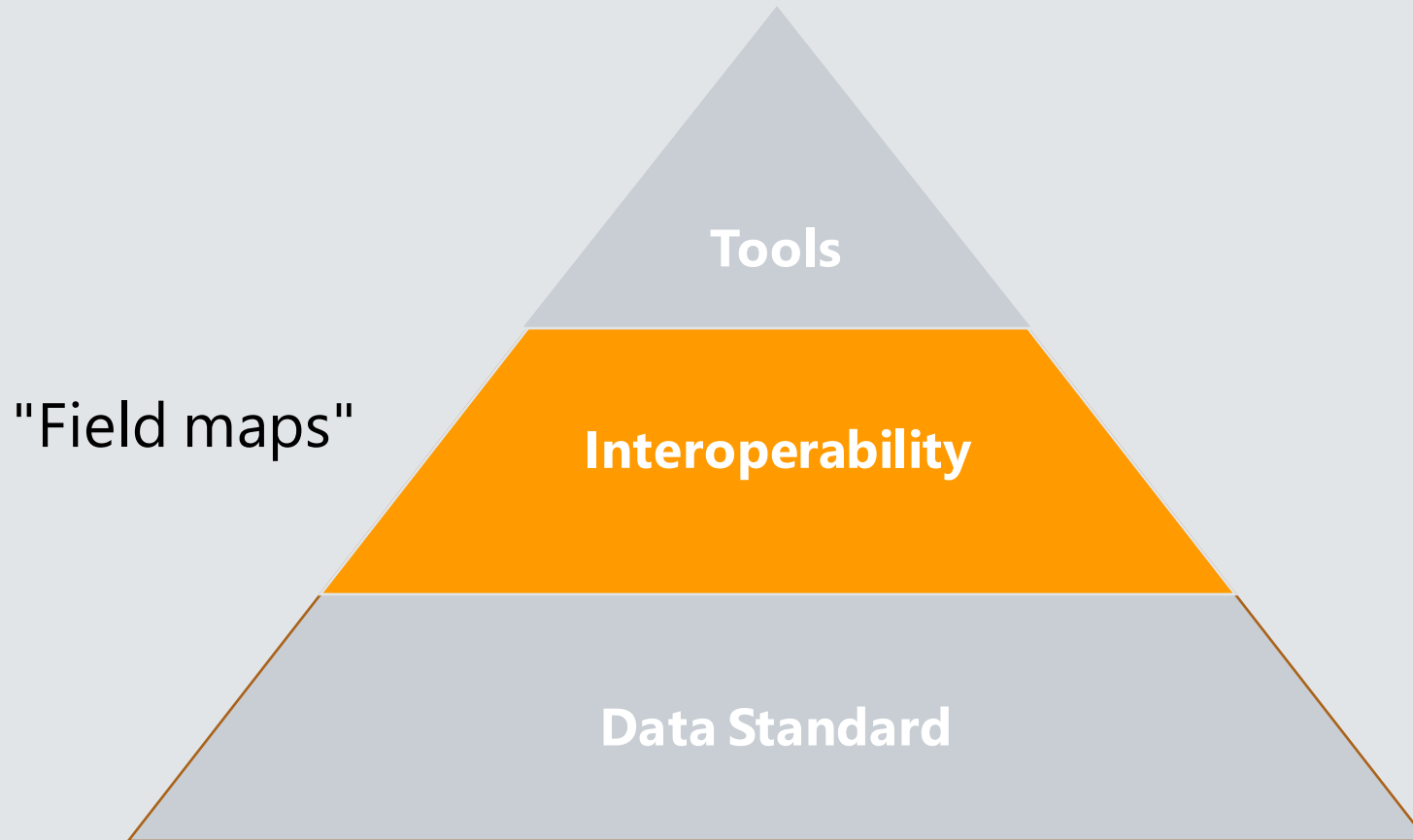


# From conceptual to actual

"The data"



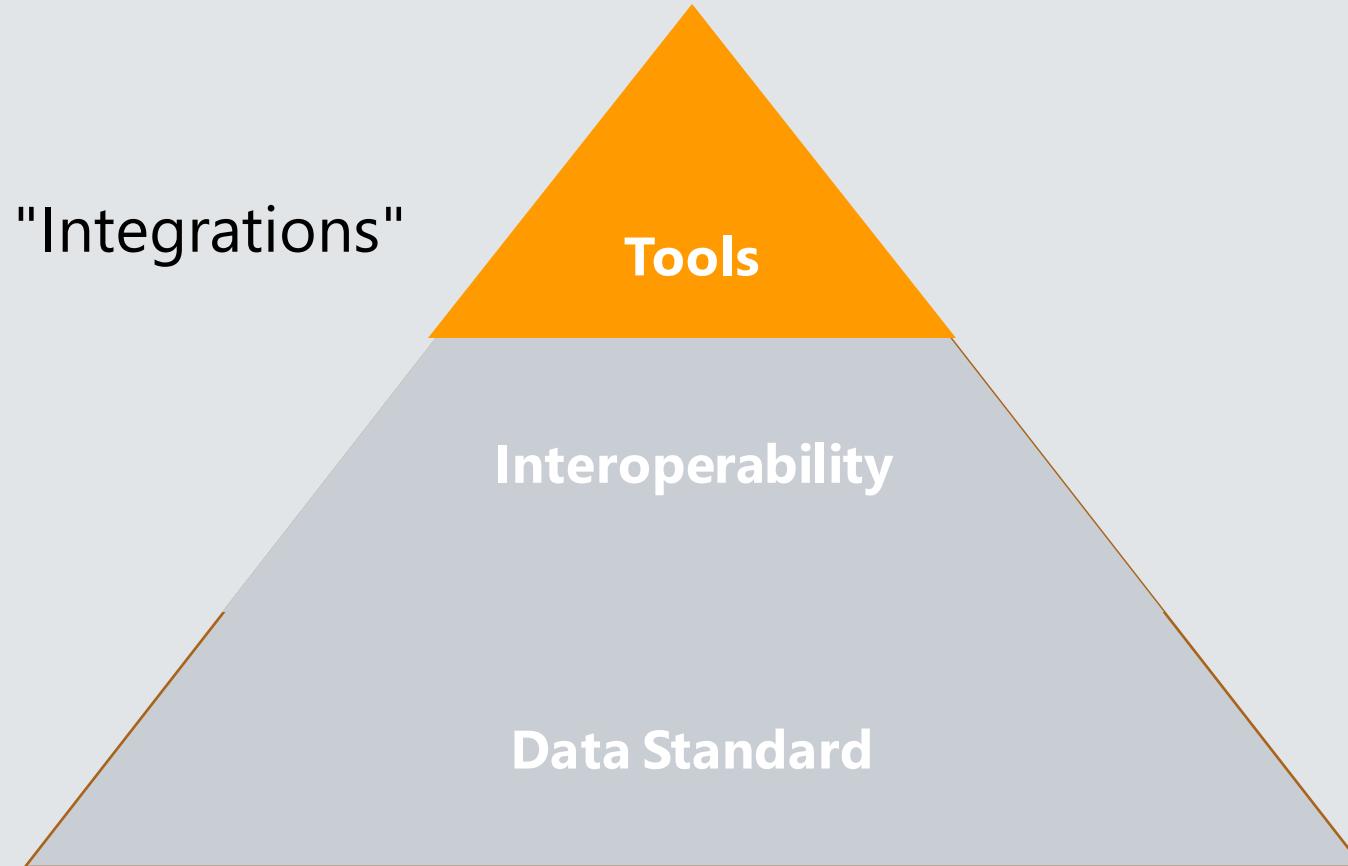
# From conceptual to actual



# Interoperability

- + Smaller than the full data standard
- + Allows for mapping to parts of the core data standard
- + Examples: Common Impact Data Standard, Soapbox Engage

# From conceptual to actual



# Tools

- + Take the mappings, and create tools to transmit the data
- + Developing bootstraps for developing common use cases
- + Create automations
- + Much, much more



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# How do we move down the path?

- + Outline for interface opportunities for common use cases
- + Self-organize and create teams to build interoperability
- + Create actual working integrations

# Our first step together: reports

## + Why?

- + Making sense of the data before we create more data

## + What?

- + Creating Power BI reports leveraging the NCDM

## + How?

- + Two hands-on workshops

## + When?

- + May 2021

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# How to get involved?

**1**

**Join the community**

**[www.nonprofitcdm.org/join](http://www.nonprofitcdm.org/join)**

**2**

**Register for our our workshops**

**[www.nonprofitcdm.org/events](http://www.nonprofitcdm.org/events)**

**3**

**Follow us on Twitter**

**[twitter.com/NonprofitCDM](https://twitter.com/NonprofitCDM)**

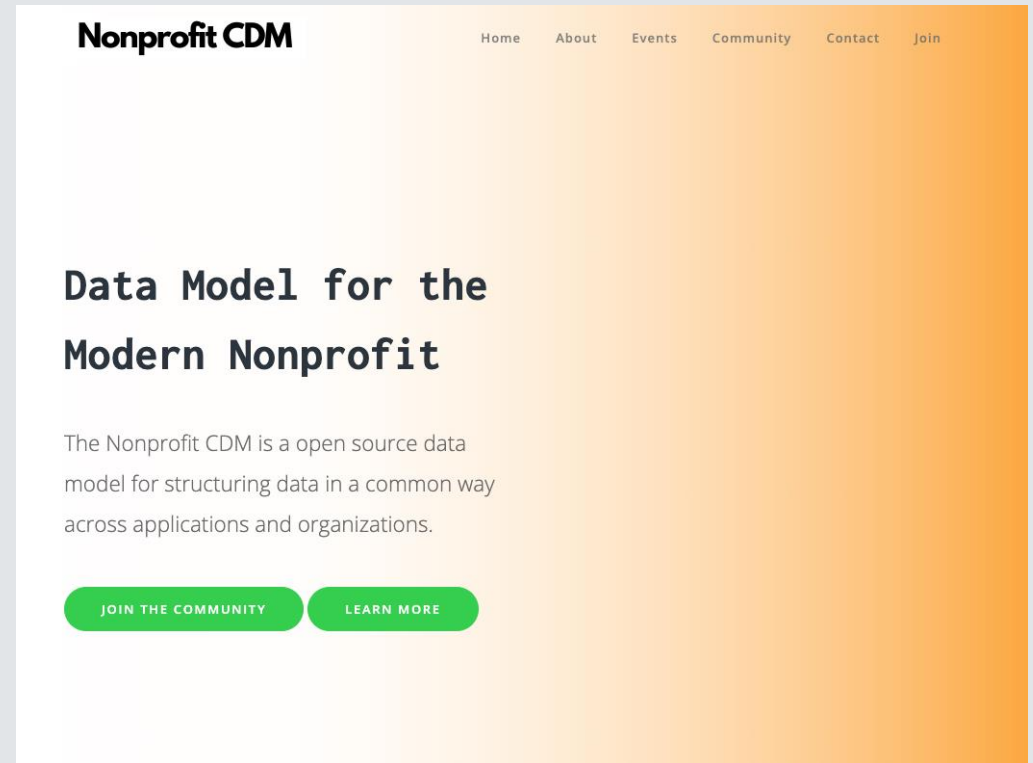


**Thank you!**

**[info@nonprofitcdm.org](mailto:info@nonprofitcdm.org)**  
**[www.nonprofitcdm.org](http://www.nonprofitcdm.org)**

# Join the community!

<https://www.nonprofitcdm.org/join>



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