

Strengthening Systems: Knowledge Management for a Resilient CSO

Capacity Building Seminar



DKLOUD



Setting the Context :Why are we Here ?

Key challenges identified:

1. Research & documentation gaps

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2. Weak Knowledge Management systems

3. Limited evidence-based advocacy

4. Low cross-organization knowledge sharing

Workshop Objectives

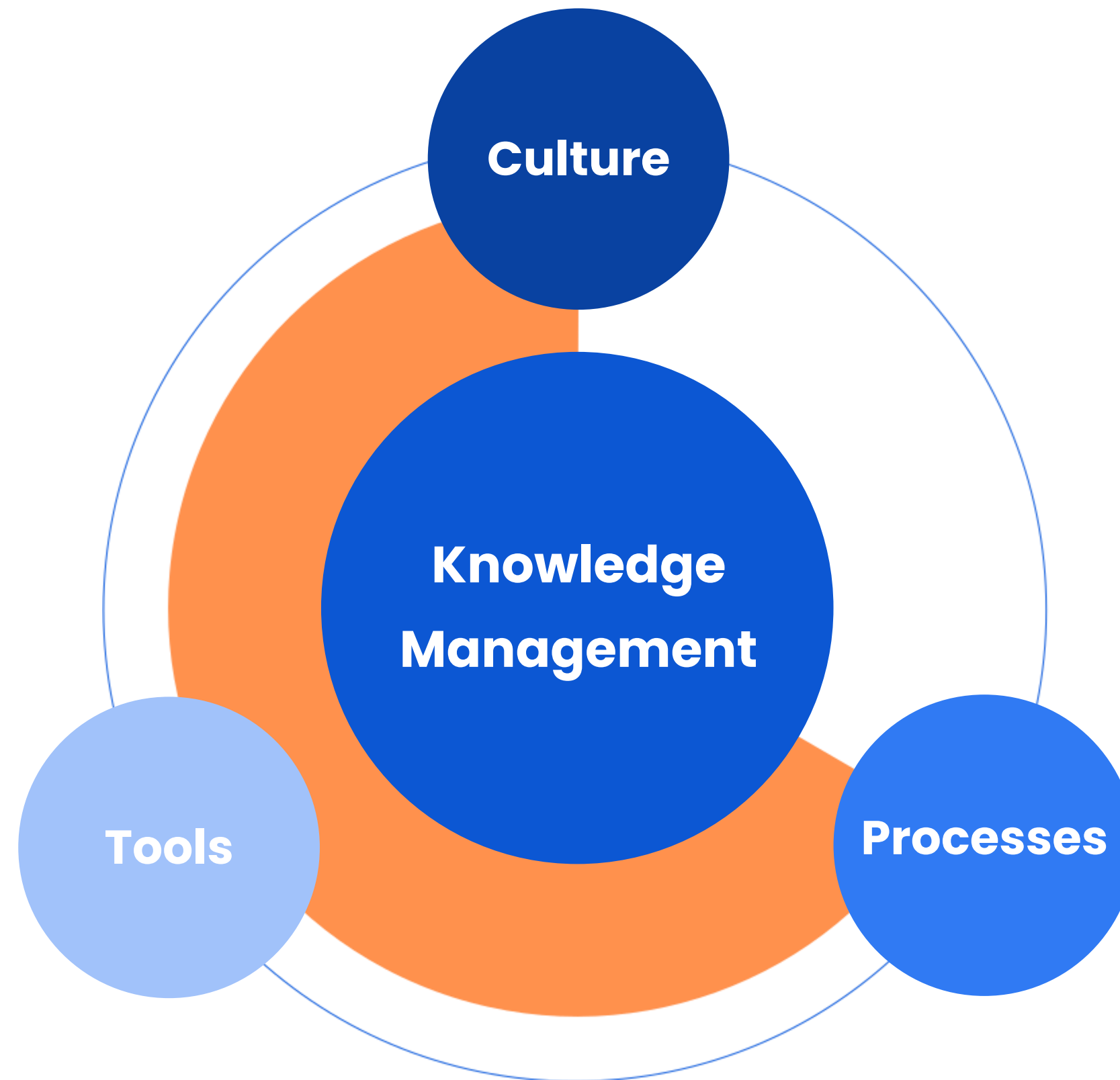
**Understand core
Knowledge
Management
concepts**

**Learn practical
KM workflows**

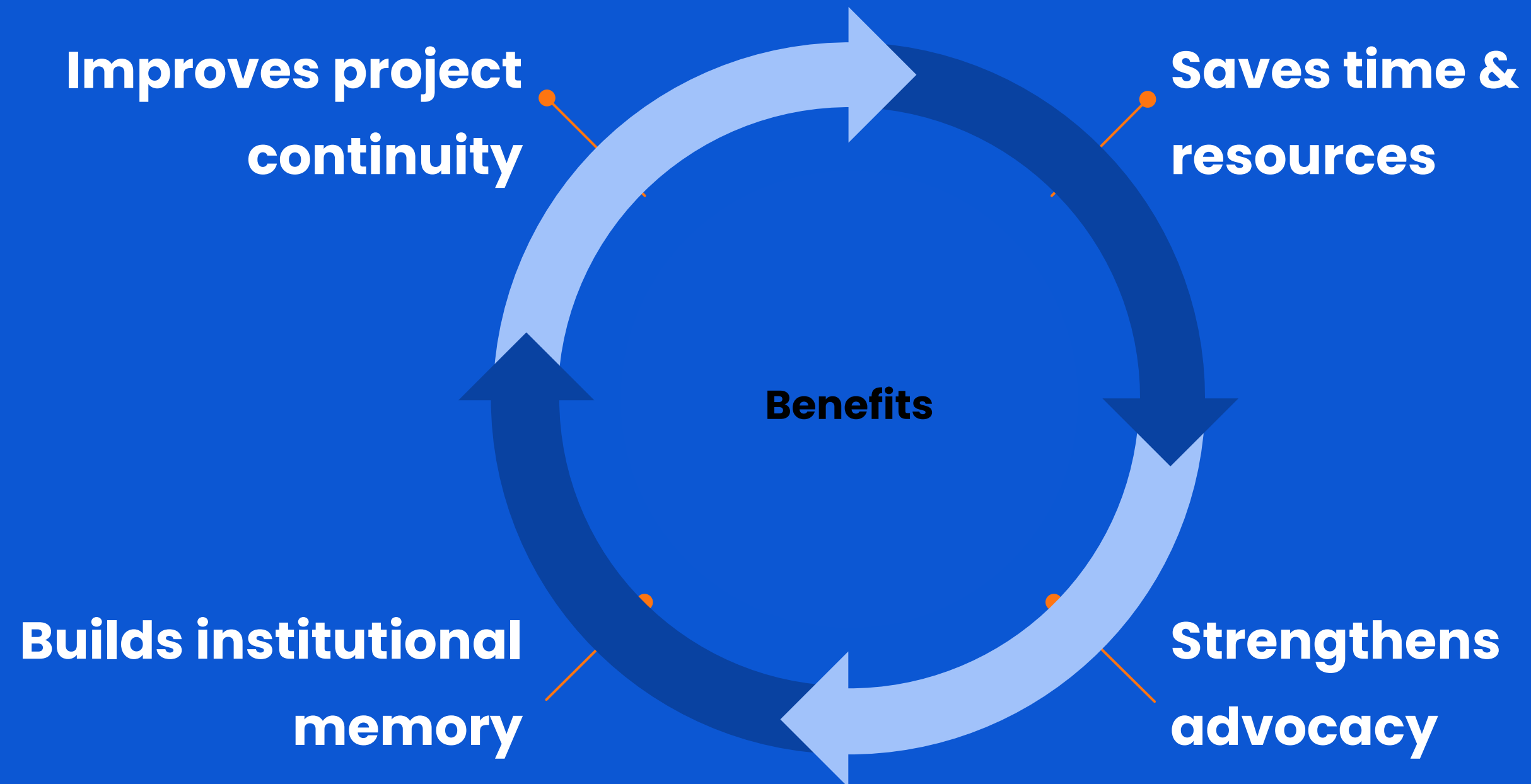
**Apply these ideas in a
hands on session**

**See how
Salesforce
can support
KM**

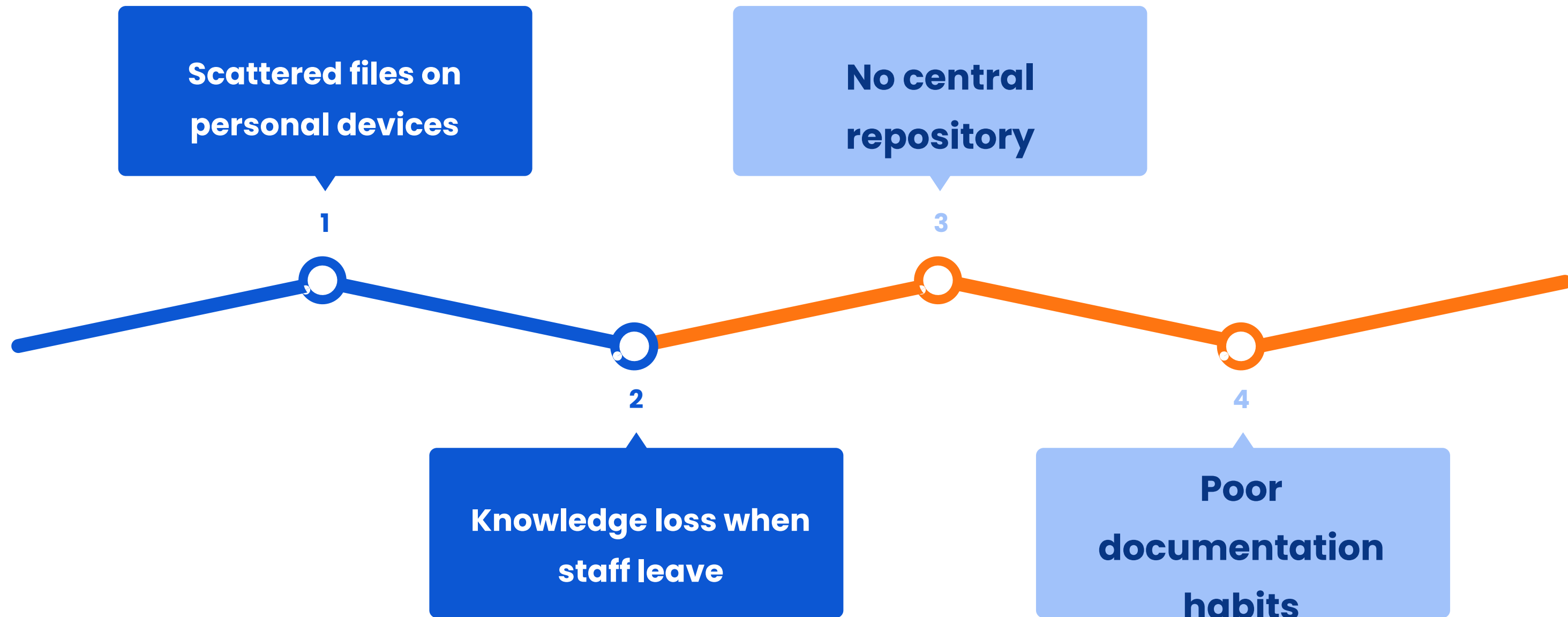
What is Knowledge Management?



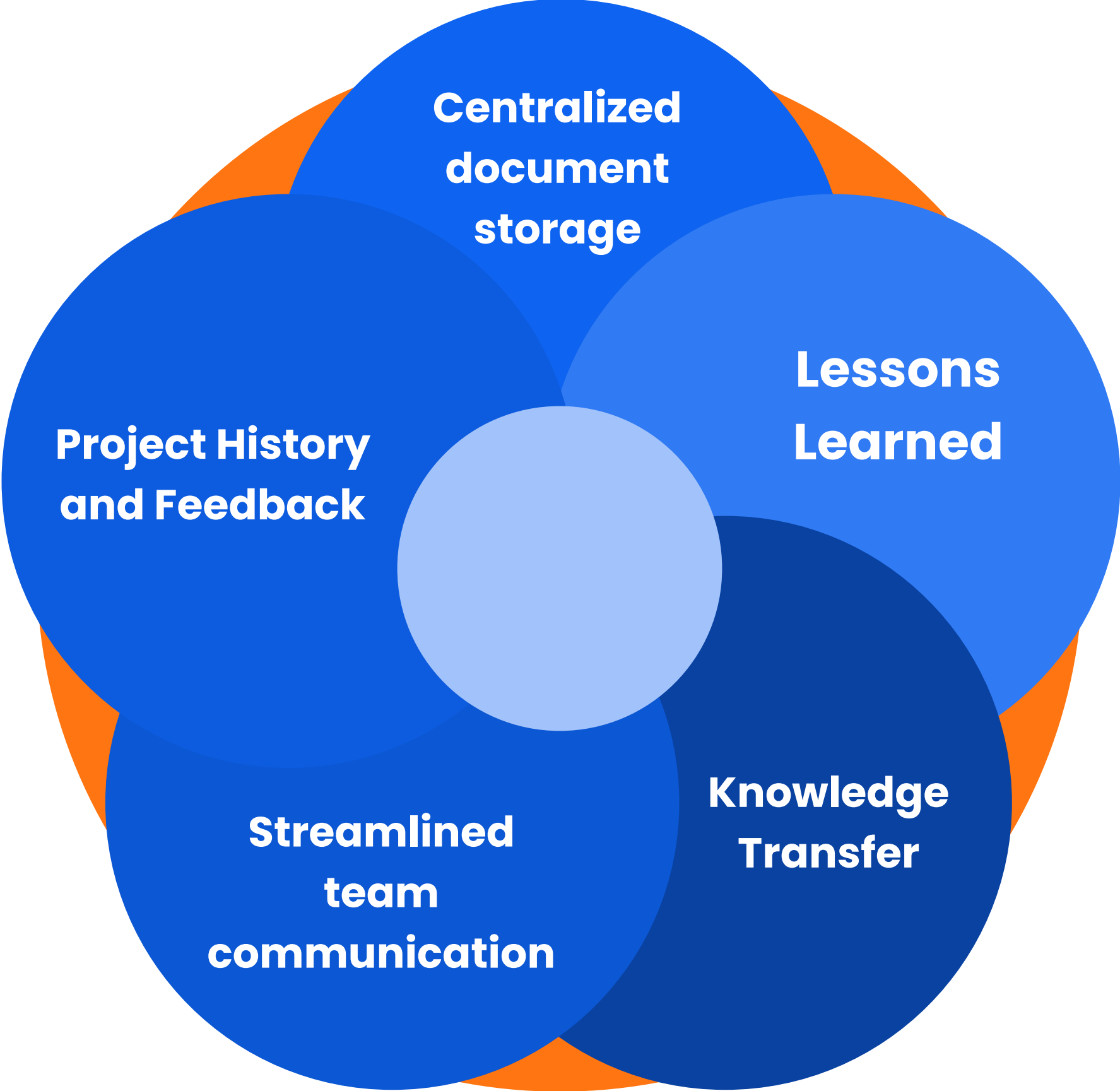
Why KM Matters for CSOs

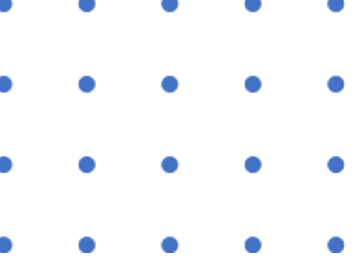


Common Knowledge Management Pitfalls



Core Knowledge Management Workflows





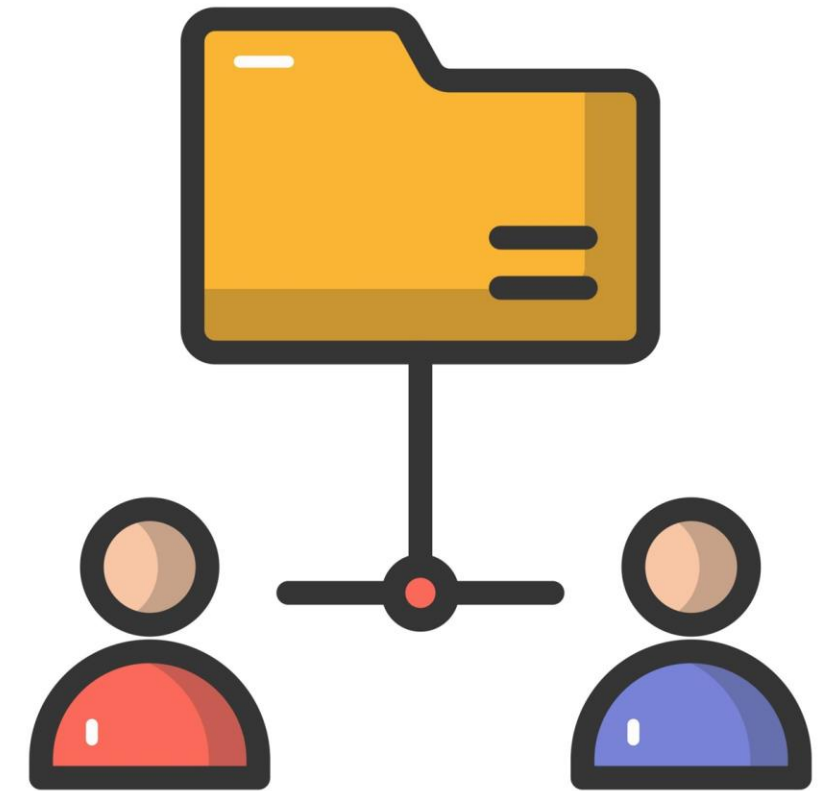
Workflow Example : Centralized Storage



All key project docs in one secure, shared location.

Workflow Example – Lessons Learned

**Document insights after
each project or activity.**

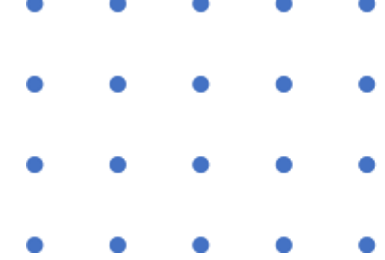


Workflow Example – Streamlined Communication



**Reduce email overload,
keep discussions linked to
projects.**

Introducing Salesforce



**Cloud-based CRM & KM
platform for CSOs.**

Introducing Salesforce

Nonprofit Cloud

Fund, deliver, and measure your impact

Nurture All Stakeholder Relationships

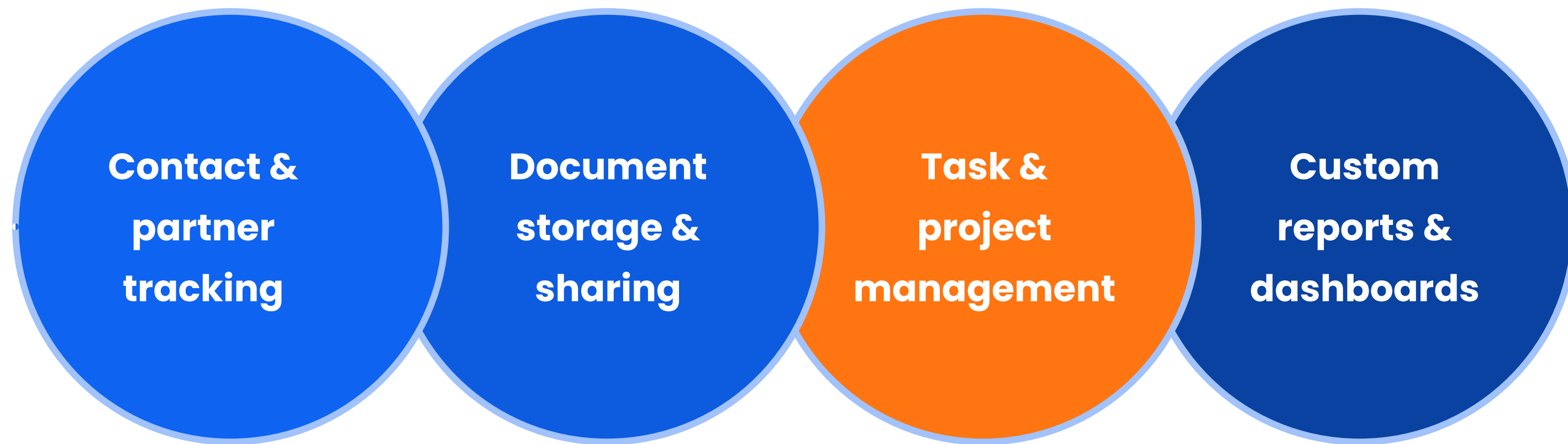
Empower Data-driven Work

Never Outgrow Your System



The diagram illustrates the Salesforce Nonprofit Cloud ecosystem. At the center is a woman with curly hair, representing the user. Surrounding her are various Salesforce products and concepts: Success, Sales, Service, Marketing, Commerce, Tableau, MuleSoft, Data, Slack, Net Zero, Nonprofit, and Partners. To the right of the central circle, a dashed line connects five key areas: Program Management, Fundraising, Outcome Management, Case Management, and Grantmaking. The Salesforce logo is in the top right corner, and a butterfly is flying nearby.

Salesforce for KM – Key Features



Benefits of Using Salesforce for KM



Addressing Fears & Myths

**“It’s too
complicated”**

Can start small

“It’s expensive”

10 Free Licenses

“We’ll lose data”

**Secure cloud
backup**

Transition to Hands-On



Practical demo & guided exercises after tea break.



IMPLEMENTATION PARTNER

DKLOUD

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