

[Home](#) [Chatter](#) [User Groups](#) [Knowledge](#) [Knowledge Article Entry](#)[Show Feed](#)[Follow](#)[Rate This Article](#)

(Average Rating: No Rating)

[Edit](#)[Version 2](#)[Show Properties](#)

NPSP: What is an Account Model?

Describes the account model concept, differentiates between the two available account models in the NPSP, and lists some basic pros and cons of both models.

By default, all Salesforce.com Contacts are required to have an (1) Account (Organization) to be viewable to other users in the database. Many contacts for nonprofits may not have a company, or you may not know (or care about) the individual's company affiliation. To address this, the Nonprofit Starter Pack (NPSP) supports two models: the 1x1 Account Model, and the Bucket Account Model. These 'models' represent different ways the NPSP can handle individuals without a company affiliation.

Contact Detail	
Contact Details	
Name	Art Vandelay
Organization Name	Art Vandelay
Title	Architect
Description	
Contact Information	
Preferred Phone	Work
Work Phone	(212) 557-8329
Preferred Email	Personal
Personal Email	artvandelay@us.org

How do the two models differ?

Contact Detail	
Contact Details	
Name	Art Vandelay
Organization Name	Art Vandelay
Title	Architect
Description	

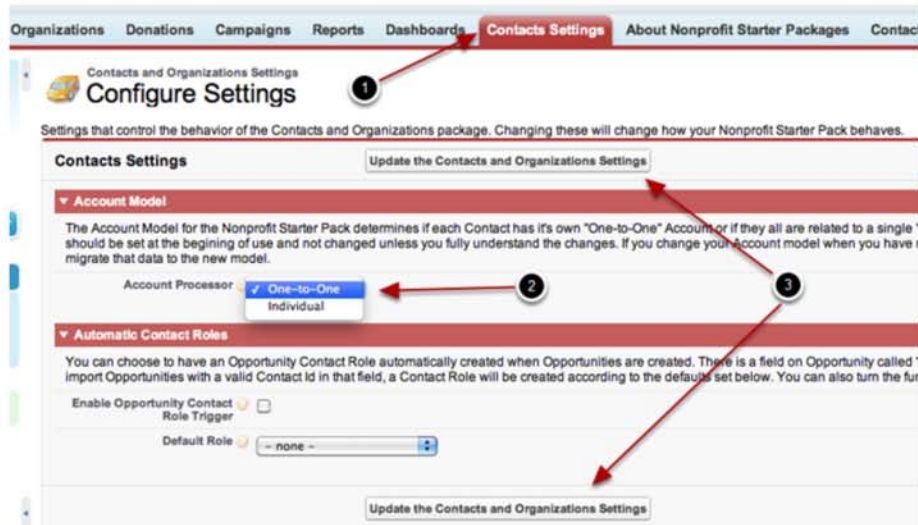
Contact Detail	
Contact Details	
Name	Kevin Andersen
Organization Name	Individual
Title	
Description	

For contacts where we do not have, or desire to have, a primary organization connection, our Account Model determines how that contact should be treated.

(1) In the 1x1 Account Model, our contact is automatically given an account with a name matching the contact. If we click on that newly created account, we're automatically redirected back to the contact page. The 1x1 account is not directly viewable.

(2) In the Bucket Account Model, our contact is automatically assigned to a 'bucket' account which holds all contacts without an organization. Generally, this account is called 'Individual', though it may be named differently in your organization. If we click on the bucket account, we're taken to the account and the list of contacts associated with it. The bucket account is directly viewable.

How can I select my Account Model?



- (1) Select the 'Contact Settings' tab from your tab row (if this tab is not visible, you can find it by clicking the '+' sign on the far right-hand side of your tab row. It may also be visible in your 'Nonprofit Settings' app from the pull down menu in the top right hand corner)
- (2) Select the model you wish to use.
- (3) Click 'Update the Contacts and Organizations Settings'

It is important to note that although you may change your Account Model settings in your database at any time, those settings only apply to contacts newly added to the database. Existing data will need to be updated to match the new settings, and the change may effect existing customizations. For more information on bulk updating your contacts and other records, please see [Working With Bulk Data](http://salesforcefoundation.screenstepslive.com/spaces/npSP/manuals/2885) (<http://salesforcefoundation.screenstepslive.com/spaces/npSP/manuals/2885>)

Which model should I choose?

With release 2.0.x and above of Contacts and Organizations, many of the inherent differences in the two models have become primarily cosmetic. However, there are still pros and cons to each model. Choosing the correct model for your organization will be based on how you intend to use and operate your Salesforce database, and which features and functionality are most important to you. It is highly recommended you try both models out before committing to one. If you're new to Salesforce, try entering some sample data and running reports in both models before importing any existing data. If you are currently running your database with live data in it, create a new sandbox, change your settings, and try the other model in the sandbox. Please make sure to consult with your local Salesforce expert and/or fully understand the implications of your changes before making any alternations to your live organization settings.

A Partial List of Pros and Cons for Each Model

1x1 Account Model

Pros

If you relate Opportunities to the individual's Account, you can create Rollup Summary fields that total Opportunities to the Account

Cons

Merging Contact records with Salesforce.com's standard Contact merge doesn't currently work--we've built an interface to allow merging

Lead conversion works but does not allow you to merge to an existing Contact or create an Opportunity upon Lead conversion

Bucket Account Model

Pros

This model has less impact on the standard functioning of Salesforce.com

Contact merge and Lead conversion work normally

Cons

Opportunities can't be rolled up to Contacts via Rollup Summary fields, but donation rollups are available through NPSP code.

For larger organizations (10k+ Contacts), this model can result in data skew, which may effect performance of reports, page loads, etc.



([http://creativecommons.org/licenses](http://creativecommons.org/licenses/by-nc-sa/3.0/deed.en_US)

[/by-nc-sa/3.0/deed.en_US](http://creativecommons.org/licenses/by-nc-sa/3.0/deed.en_US))

This work is licensed under a Creative Commons

(/_ui/core/userprofile/UserProfilePage?u=00580000003egB0AAI) Attribution-NonCommercial-ShareAlike 3.0 US license
 (/UserProfilePage?u=00580000003egB0AAI)
 License (https://creativecommons.org/licenses/by-nc-sa/3.0/deed.en_US).

