

## Maximize Productivity with Fundraiser's Advantage

This powerful, integrated, easy-to-use fund development solution gives you—and your staff—all the tools you need to manage your donor relationships. Enhance communications by having one-touch access to donor profiles. Create and send donor statements or correspondence with one click. Generate customized reports in seconds. It's that easy.

## The Winning Combination

Improve customer service and inspire new donors with Fundraiser's Advantage internet interface. Donors can make contributions online, manage their accounts, correspond with your office and define flexible payment plans. New donors will be encouraged to make contributions through the ease and convenience of donating online and making payments at their convenience. Now, you *and* your donors will have everything you need at your fingertips.

### Fundraiser's Advantage: Overview

*Fundraiser's Advantage enables you to maximize donor communications and productivity, and provides an online module for donor contributions, with an easy-to-use set of tools that integrates seamlessly with your ticketing system.*

- ▶ Communicate more effectively with donors by having complete giving and ticket history available instantly on one screen
- ▶ Access and share key priority points formulas and totals for both fundraisers and donors
- ▶ Enable donors to make contributions, set up payment plans and manage their account online
- ▶ Segment and/or compare donors by donation dollars, demographics, donor type and more

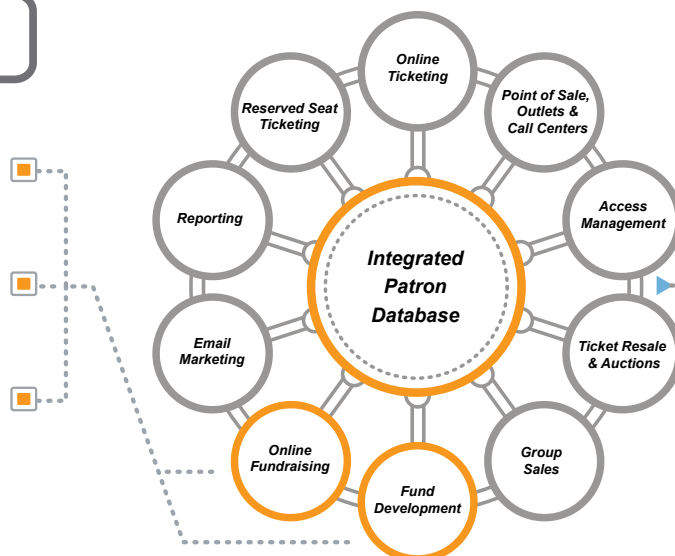
## Fundraiser's Advantage in Action

### University Athletics

Manage donations

Track donor interactions

Apply priority points



### Donor/Fan

Make donations

Access member benefits

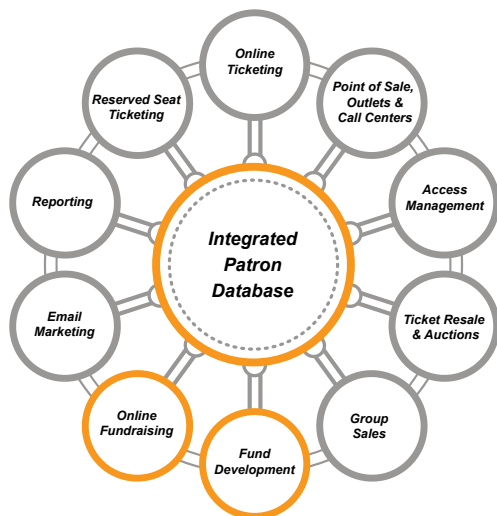
Manage payment schedules

### Empower Donors to Manage their Accounts via the Internet

Providing an easy-to-use internet interface for your donors to make pledges, track donations and choose flexible payment plans is key to enhancing customer service, and opens a channel for new donors to make contributions. Additionally, you will maximize your budget by collecting donor contributions throughout the year, giving you more spending flexibility.

Through Fundraiser's Advantage, donors can easily:

- ▶ Submit and track donations online
- ▶ Setup monthly or annual renewal payments
- ▶ Manage all of their account details
- ▶ Correspond with the development office



### Increase Development Office Productivity

The easier it is for your staff to quickly access relevant information about current and prospective donors, the better your chances of increasing overall development dollars. Fundraiser's Advantage software—a core element of our overall college athletic's solution—provides instant access to everything you need including; account data, donor correspondence, ticketing and parking information, donation summaries, transaction history, priority points, membership levels and much more. In addition, the data can be easily integrated with Microsoft Office® to quickly generate emails, mass mailings and customized reports.

- ▶ One click access to complete donor profiles
- ▶ Easily send email/snail mail correspondence, donor statements and annual renewal letters
- ▶ Easily manage donations and pledge payments
- ▶ Access donor contact reference history and manage follow-on appointments
- ▶ Document every transaction for detailed audit trails

*Take control of your donor information and elevate your fundraising efforts.*

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