



## The Integrated CRM, Fundraising, Membership, Alumni and Event Database Solution powered by Redbourn Business Systems

**Advantage<sup>NFP</sup>** is the integrated CRM, Fundraising, Membership, Alumni, and Event Database Solution designed for all not-for-profit organisations, small, medium or large. **Advantage<sup>NFP</sup>** is powerful and comprehensive, providing a complete solution, whilst remaining easy to use and cost effective.

Designed with the help of leading charity consultants and used by hundreds of NFP organisations, **Advantage<sup>NFP</sup>** is constantly evolving in response to legislation changes, new technology and customer feedback.

Functionality includes donor/supporter management, opt-in/opt-out communication preferences, event management, donation processing, HMRC approved automated online Gift Aid claims, legacy administration, in-depth marketing analysis, membership management, online giving and Direct Debit processing.

For enquires and further information:  
Call **01582 794 229**  
Email **info@AdvantageNFP.com**  
Visit **www.AdvantageNFP.com**  
Follow **@AdvantageNFP**

### SERVICES:

Training  
Support  
Consultancy  
Cloud Hosting  
Data Cleaning  
Data Migration  
Wealth Intelligence  
Bespoke Integration

### KEY BENEFITS

- GDPR ready
- Fully supported by UK based development and support team
- Monday-Friday helpdesk access from 08:00-18:00 via telephone
- Comprehensive user guide document
- Can be used on any device, from anywhere
- Allows optional bespoke tailoring
- Online filing of Gift Aid direct to HMRC
- Integrates with Microsoft Office (Excel, Word and Outlook)
- Links with SMS text messaging, social media and accounting packages

Institute of  
Fundraising  
CORPORATE  
SUPPORTER  
2018-2019



CRM



Fundraising



Membership



Alumni



Box Office

We've provided charities and not-for-profit organisations with our CRM solutions for over 24 years. Our knowledge and expertise in integrated fundraising, membership and CRM database systems is unrivalled.

### Managing Fundraising Activities

Ability to structure events, campaigns and mailing lists into a hierarchical structure of activities and programmes. Allowing you to set targets, track progress and report on income, supporters recruited or marketing initiatives.

### Gift Aid

Fully HMRC approved and compliant to enable automated online Gift Aid filing that supports individual donations, the Gift Aid Small Donations Scheme (GASDS) and Aggregated Donations.

### Earmarking Income to Restrictions or Projects

Earmarking in **Advantage**<sup>NFP</sup> can be as simple as turning the earmark feature on/off for an individual donation, or as complex as a hierarchical setup, giving you confident control over all your restricted income and projects.

### Committed Giving and Membership

All forms of regular giving, including online and direct debits, restrictions and sponsorship are fully supported by **Advantage**<sup>NFP</sup>. Our membership function enables multiple membership types, levels and date dependent fees, with the flexibility to add additional schemes at no extra cost.

### Event Management

Manage events, activities or courses and allow a clear understanding of who has registered to attend which event, or session, and if they have paid, including online.

### Reporting and KPIs

The ability to view summaries of data from a range of standard reports or in a graphical KPI user dashboard format for a quick overview. Both can be tailored by setting bespoke parameters and filters. All are available for export.

### Legacy Administration and Marketing

The ability to manage legacies, from the point when the will is written, to the point when the bequest becomes available.

### Schools, Colleges and Universities

Easily build strong relationships with students, parents and alumni. Providing the tools for a 360° view of your alumni, recording academic attendance, courses, qualifications and input donations.

### Advantage<sup>NFP</sup> Box Office

A fully functional Box Office Ticketing solution that seamlessly integrates with our **Advantage**<sup>NFP</sup> Fundraiser database solution. It looks after all your ticketing, fundraising, membership and marketing needs. Features include online booking with seat selection, list management, graphical seat layout designer, on the door mode, professionally printed tickets, reporting and analysis.

### Web Modules

Allows supporter access to your website to register and maintain their details, select communication preferences, make donations and register for events. All in a secure environment with direct updates to and from **Advantage**<sup>NFP</sup> and no ongoing transaction fees.

### Capital Appeals Module

Assists you to raise funds through targeted fundraising appeals, using prospect cultivation and moves management. Includes unlimited user configurable templates.

### Beneficiaries Module

Enables grant offering of money, assets or resources to service users or other beneficiaries through a customisable approval workflow.

**Helping you to manage your world  
and raise more funds!**

*“Their helpdesk facility is second to none and any queries or problems we have had have been dealt with in a courteous, timely and efficient manner. We have felt supported every step of the way in our database development and I cannot recommend Advantage<sup>NFP</sup> highly enough.”*

Lynn Carter, Director  
Prisoners of Conscience Appeal Fund

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