

Advantage^{NFP} Fundraiser

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

What is Advantage^{NFP} Fundraiser?

Advantage^{NFP} Fundraiser is the complete fundraising, membership and CRM database solution designed for all not-for-profit organisations, large or small. It is an extremely powerful and comprehensive system, yet it remains easy to use. Advantage^{NFP} Fundraiser is competitively priced and offers exceptional value for money.

Designed with the help of leading charity consultants and several UK charities, Advantage^{NFP} Fundraiser establishes a new standard of fundraising, membership and CRM database – **quite simply it gives your team the advantage they need.**

How is Advantage^{NFP} Fundraiser Different?

Advantage^{NFP} Fundraiser is different to other fundraising, membership and CRM databases available in two key ways:

Advantage^{NFP} Fundraiser provides the complete solution, including donor/supporter care, contact relationship management, membership management, donation processing, gift aid, legacy administration, pre-tax payroll giving, in depth marketing analysis and much more.

Advantage^{NFP} Fundraiser is designed to grow as your organisation grows. The same complete functionality is provided in each of the three versions available, from the single user product through to the unlimited enterprise version. As your needs expand, you can trade in your existing copy of the product for an upgrade. We will automatically transfer your records and the screens and functionality remain identical to your current version.

Key Features Guide

- Provides complete functionality for *your* not-for-profit organisation.
- Delivers a real advantage to your team from day one.
- Is designed to grow as your organisation grows, with a great “trade-in” guarantee.
- Includes a consistent and powerful “look and feel” that is easy to use.
- Utilises the very latest design methods and development tools.
- Provides the maximum functionality for a minimum cost.
- Links with Microsoft Office, SMS Text Messaging and social media sites.
- Fully supported by our friendly team of experts on call Mon – Fri, 9:15am – 5:15pm
- Is supported by the developers, all of whom are based in the UK.
- Allows for optional bespoke tailoring, either by the customer or by our own expert consultants.



“Choose the System That Grows With You”

*Helping you to manage your world and raise more funds. **100%** of our clients would recommend us! The UK's **Number 1** charity CRM database solution!*

Integrated Fundraising, Membership and CRM Highlights

Easy to use, with an intuitive “look and feel” that is similar to other leading Windows applications including Microsoft Outlook™.

A complete set of functional modules are provided as standard, including Gift Aid, Events, Pre Tax Payroll Giving and Legacy Administration.

Stores detailed information about all contacts (donors/supporters and members) including their relationship with your organisation, relationships with each other, income history, correspondence history, membership history, etc.

In-depth campaign and activity analysis enables you to track the effectiveness of each marketing and campaigning activity.

An analysis on an up to the minute basis of income received for each earmark restriction/project and performance against targets.

Additional modules include Web Integration, Beneficiaries and Capital Appeals.

Using a “drag and drop” style, **AF** integrates fully with Microsoft Office (and alternatives) for letter production.

Comprehensive user guide provides a systematic guide to the best use of the system.

A complete set of standard fundraising, membership and CRM reports are provided which can be modified using the supplied report-writing tool. Also supports leading report writing tools and Microsoft Excel.

AF utilises the latest technologies available today and supports leading databases including Microsoft SQL Server.

Advantage^{NFP} will quickly respond to any legislation changes that affect UK charities.

AF includes an Import/Export facility for the transfer of information to and from other databases.

Advantage^{NFP} is committed to providing the highest quality CRM software, to the widest possible audience, for the minimum cost.

For more information and to find out how **Advantage**^{NFP} Fundraiser can deliver real benefits to your organisation contact us today.



powered by Redbourn Business Systems

The Priory, High Street

Redbourn, St. Albans

Hertfordshire, AL3 7LZ

Telephone 01582 794 229

E-mail info@AdvantageNFP.com

Website: www.AdvantageNFP.com