

Introduction

Birmingham Royal Ballet (BRB) was formed in 1990, when Sadler's Wells Royal Ballet moved to Birmingham. The charity now has a wonderful home in the acclaimed new Hippodrome complex, which includes a state-of-the-art theatre, the Jerwood Centre for the Prevention and Treatment of Dance Injuries, and the Patrick Centre, a studio theatre for new work.

The arrival of Elmhurst School for Dance in Edgbaston in 2004 is another crucial plank in the charity's determination to nurture and retain the best young dancers in the world.

BRB is welcomed enthusiastically around the world. The charity has recently completed successful tours to the USA, Hong Kong and South Africa, and plans to increase its international profile.

Advantage^{NFP} is a portfolio of products, from Redbourn Business Systems, specifically designed for the NFP sector. It includes solutions for CRM, fundraising, alumni, membership and ticketed event management.

BRB has been an Advantage^{NFP} Fundraiser customer since 2008 and Advantage^{NFP} is helping

them to manage their world and raise more funds.

Before Advantage^{NFP}

"Back in 2007 we didn't have a fundraising database; we had myriad contacts effectively on Microsoft Excel and Access lists" admits Geoff Sweeney, Development Director of BRB. *"We did use other systems but they were not user-friendly, and we did not use them to their full capabilities due to this fact".*



"So we had inefficient processes to keep track of our supporters and the ineffective procedures to manage our communication strategy and donor relationships" Geoff concludes. Having previously experienced databases at Derby Playhouse, Geoff along with the BRB Development team started a tendering process

involving a number of fundraising databases, including Advantage^{NFP} Fundraiser.

Advantage^{NFP} Fundraiser was ranked very highly among very big competitors in terms of core functionality and price. *"We didn't get the functionality we needed as standard with other systems and Redbourn Business Systems came with the 'whole package' in one solution, Advantage^{NFP} Fundraiser"* says Geoff.

"The reasons we chose Advantage^{NFP} Fundraiser was its complete functionality, user-friendliness and Redbourn Business Systems' commitment to great customer service."

When BRB requested to speak to customers using the shortlisted systems, Advantage^{NFP} Fundraiser was the winner again by a long distance.

"Users of other systems revealed that their database was too difficult to use and in the end it was not used to its full potential."

*On the other hand **all** Advantage^{NFP} Fundraiser users highly recommended the system and showed us how user-friendly it was and managed effectively all their requirements"* admits impressed Geoff.

It's great when most of your customers say they'd recommend you, but it's brilliant when they say they **ALL** would.

Source: 2011 Civil Society Charity CRM Software Survey. AdvantageNFP is a product of and powered by Redbourn Business Systems.

Here comes the
Advantage^{NFP}
Fundraiser

The process of implementation was fairly straight-forward and was delivered on budget and according to BRB's timetable.

"Advantage^{NFP} Fundraiser is central in everything we do. Mail-shots, Gift Aid, Direct-Debits, fundraising activities and managing events through the Attendance Manager, are just a few of the processes the system simplified for BRB. It even managed our daily banking reports with our Finance Department" admits Geoff Sweeney.

Birmingham Royal Ballet uses **all** the functions within Advantage^{NFP} Fundraiser and it is also raising funds through a Capital Appeal via Advantage^{NFP} Fundraiser.

"We saw during the last eighteen months a big rise in efficiency using our data, categorising and understanding who are lifetime supporters and identifying prospects for membership opportunities and legacy giving" Geoff describes, adding *"the PR department also uses the database's CRM functions to track press contacts, and our Events' team use the Attendance Manager a lot to*

plan and run smoothly our events".



The Future at BRB

Birmingham Royal Ballet will now try to implement Advantage^{NFP} Fundraiser to other departments of the charity such as Membership, Finance and Communications, aiming at greater efficiency and minimising duplication of process for data handling.

"Other departments will need to see technology as a friend and embrace Advantage^{NFP} Fundraiser, and seeing how it helped severely our department in our fundraising efforts, I am very optimistic in the way it can help them too" Geoff states.

"If the rest of the organisation was using Advantage^{NFP} Fundraiser as

we currently do then the future would be very bright".

Geoff at BRB concludes that Advantage^{NFP} Fundraiser improved substantially the customer service the charity provides over the past years by managing all the processes efficiently and effectively:

"Having a central database to manage all that the organisation does, means the future will allow more space for us to explore other territories such New Media and online giving. We are really looking forward to innovative future fundraising and development activities, and having Redbourn Business Systems as a supplier to help us with all that is very exciting to say the least!"

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