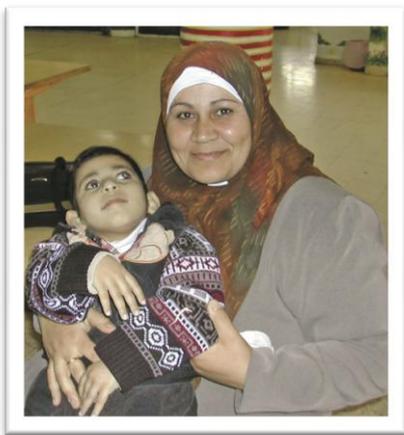


Introduction

The Jerusalem & Middle East Church Association (JMECA) is a UK-based charity that has been in existence for more than 120 years. The main objective of JMECA is to encourage support in prayer, money & personal service for the religious & other charitable work of the four self-governing dioceses – Jerusalem, Egypt, Iran and Cyprus & the Gulf forming the Province of the Episcopal (Anglican) Church in Jerusalem & the Middle East.



There are churches throughout the Province, as well as schools, hospitals and other foundations – many of them in places experiencing poverty, civil strife and religious problems. Through the generosity of donors and income earned on invested funds, JMECA assist the Province with funding of approximately £250,000 each year.

In 2010, Shirley Eason came into post as Secretary of JMECA to manage the day-to-day running of the charity. As Secretary, Shirley was asked to provide the trustees with an overview of the number of supporters on their mailing list, the number of donations and a breakdown of the donations received, as the overall donation income was declining.

Before Advantage^{NFP}

Shirley declares, *“At that time, JMECA did not have a database, so the information had to be pulled from various sources – Word files, numerous Excel spreadsheets and bank statements. It took weeks to compile all the information into one spreadsheet and even then it wasn’t guaranteed to be 100% accurate.”*

“Along with the issues of reporting, the need to maintain all these separate lists was time consuming and open to error.”

In summary, the reasons JMECA needed a CRM database were to save time on data entry, avoid discrepancies and duplication, enable data analysis and reporting giving the basis for future actions and provide a means of better managing donor relationships. All of which save the charity

administrative resources and increase donations.

Shirley goes on to describe, *“During my selection process I used the Advantage^{NFP} Fundraiser evaluation software, which initially appeared complicated, but after having followed a few of the step-by-step tutorials it was quite easy to learn the basics.”*

“I considered a number of other CRM databases and shortlisted those that were computer based rather than web-based as it was unlikely I would want to use the database from any other computer that the charity’s one laptop, which is with me whether I’m in the office or working from home.”

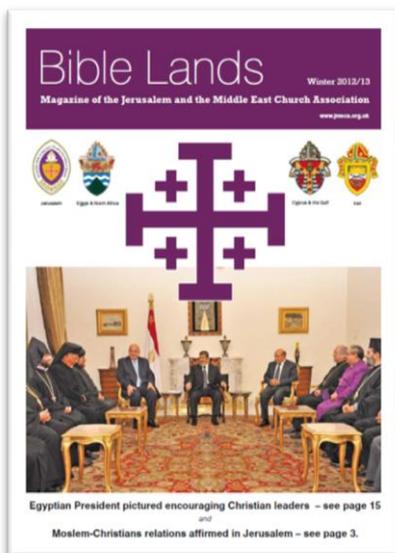
Shirley adds, *“The final decision was made having met with Redbourn at CHASE 2011 and seen a demonstration of Advantage^{NFP} Fundraiser. It offered all the functionality we would need in the future, and more, with a purchase cost and annual fee which were good value for money. This along with the expertise and helpfulness of the support team led me to recommend to the board to purchase Advantage^{NFP} Fundraiser.”*

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

Since the installation of Advantage^{NFP} Fundraiser in April 2011, Shirley has not looked back and explains, *“Advantage^{NFP} Fundraiser has saved me so much time and has enabled us to communicate more efficiently & effectively with our supporters.”*



To inform people about the life of the church in the Middle East, JMECA publishes a twice-yearly magazine called Bible Lands, which is sent, free of charge, to parishes and individuals. With over 1500 UK & international records on the JMECA database this is quite a costly exercise, but Shirley explains how Advantage^{NFP} Fundraiser has helped to manage her world and raise more funds, *“We’ve saved money on postage by being able to manage our*

mailing list more efficiently, but more importantly, through better communication, we have been able to increase our overall donations and specifically encourage more supporters to donate via standing order which has had the added benefit of increasing their giving.”

Shirley uses Advantage^{NFP} Fundraiser on a daily basis for supporter maintenance and communication, recording donations & monthly reporting, Gift Aid claims and analysis of donation income for the trustees. Shirley highlights, *“The thing I find most useful about Advantage^{NFP} Fundraiser is having all the information about our supporters in one place – literally at my fingertips.”*

Shirley is full of praise for the Advantage^{NFP} Fundraiser helpdesk and declares, *“One of the key factors why Advantage^{NFP} Fundraiser has been such a good investment is the fantastic support from the helpdesk, it is the best I have ever come across. They are always available at the end of a phone when I need them; they are really helpful and friendly and solve my problems in minutes often using remote access before my very eyes. If it is not possible they will add it into the next update and provide*

a short-term fix bespoke for me. They know the answer to all my questions and never make me feel dumb for not knowing how to do something. I cannot praise them enough.”

Shirley finally concludes, *“I can only speak from the point of view of a small charity, but I would definitely recommend Advantage^{NFP} Fundraiser. It has been the best investment of our funds and has made my work easier and expanded the range of fundraising communications we can do.”*

Shirley has also taken advantage of the additional services offered by Advantage^{NFP} Fundraiser including data cleaning and the webinars.

Helping not-for-profit organisations worldwide by providing CRM, fundraising, membership, alumni and ticketed event solutions.

Helping you to manage your world and raise more funds.

100% of our clients would recommend us!

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