



PRESS RELEASE

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FOR IMMEDIATE RELEASE

AdvantageNFP Fundraiser Win Tyne & Wear Archives & Museums

Tyne & Wear Archives & Museums (TWAM), Newcastle upon Tyne, has chosen to partner with Advantage^{NFP} Fundraiser, as their new fundraising CRM supplier. The rigorous competitive tendering process put AdvantageNFP, powered by Redbourn Business Systems, up against several other well known CRM suppliers. Having met all of Tyne & Wear Archives & Museums' requirements, they decided after a detailed selection process to partner with Advantage^{NFP} Fundraiser. Tyne & Wear Archives and Museums opted to implement the Enterprise version of Advantage^{NFP} Fundraiser and selected a cloud hosted option complete with managed services.

Tyne & Wear Archives & Museums is a major regional museum, art gallery and archive service. TWAM manages a collection of 12 museums and galleries across Tyne and Wear, supported by the five local authorities of the area. TWAM holds collections of international importance in archives, art, science and technology, archaeology, military and social history, fashion and natural sciences.

Advantage^{NFP} Fundraiser is a comprehensive fundraising CRM and membership database solution designed for small, medium and large not for profit organisations. Advantage^{NFP} was designed by Redbourn's charity CRM experts in association with leading charity consultants and several UK charities, to provide a powerful and extensive system with a user-friendly interface.

Martin Williams, Principal Officer, Development and Trading at Tyne & Wear Archives & Museums, says, "More than ever we need to focus on our customers; learn more about them and develop them into loyal supporters. Advantage^{NFP} Fundraiser is a complete fundraising and CRM database which everyone in TWAM will be able to use. This, plus the easy to use system and Redbourn's commitment to outstanding customer service is why we chose to partner with Advantage^{NFP} Fundraiser."

Steve Cast, Managing Director of Redbourn says, “We were thrilled to learn that Tyne & Wear Archives & Museums decided to partner with Advantage^{NFP} Fundraiser as their preferred Fundraising CRM supplier. Redbourn are looking forward to working with Tyne & Wear Archives & Museums and building a long lasting relationship. Having visited Discovery Museum myself I know what a fantastic organisation TWAM is and my team and I are looking forward to supporting them to manage their world and raise more funds”.

Advantage^{NFP} was identified as the top Charity CRM Solution in the UK, in an independent survey commissioned by Civil Society Media in 2011 and 2012, uniquely scoring a [100% customer satisfaction](#) ratings.

For more information on Advantage^{NFP} Fundraiser please visit www.AdvantageNFP.com or contact Jane Haywood on 01582 794 229 or jane.haywood@AdvantageNFP.com

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Advantage^{NFP} powered by Redbourn Business Systems

The Priory, High Street
Redbourn, St. Albans

Hertfordshire AL3 7LZ

Telephone: 01582 794 229

E-mail: Marketing@AdvantageNFP.com

Website: www.AdvantageNFP.com

