

# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## Oxford Centre for Hebrew & Jewish Studies selects Advantage<sup>NFP</sup> Fundraiser CRM Database Solution

Redbourn Business Systems are thrilled to welcome the **Oxford Centre for Hebrew & Jewish Studies**, who have just signed up to install Advantage<sup>NFP</sup> Fundraiser to help structure and organise their supporter relationships and to communicate with supporters more effectively.

The Oxford Centre for Hebrew & Jewish Studies is a recognised Independent Centre at the University of Oxford. Founded in 1972 to help restore Jewish studies, today it is the leading academic Jewish studies centre in Europe promoting knowledge and understanding about Jewish history, religion and culture.

Advantage<sup>NFP</sup> Fundraiser is the integrated CRM, fundraising and membership database solution from Redbourn Business Systems, specially designed for not-for-profit organisations. Core functionality includes donor/supporter care/relationship management, donation processing, automated gift aid, legacy administration, pre-tax payroll giving, in-depth marketing analysis and membership.

David Ariel, President at Oxford Centre for Hebrew & Jewish Studies says, "Advantage<sup>NFP</sup> is a comprehensive donor management system well-suited to the needs of a small to medium size charity. Having used other comparable packages in the United States, this seems to be very functional and easy to use."

Steve Cast, Managing Director of Redbourn says, "We are delighted that the Oxford Centre for Hebrew & Jewish Studies selected Redbourn Business Systems as their preferred integrated CRM and fundraising database provider, having recognised that Advantage<sup>NFP</sup> Fundraiser's comprehensive functionality best matched their requirements. We look forward to developing an excellent working relationship."

Advantage<sup>NFP</sup> 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<sup>NFP</sup> Fundraiser please visit [www.AdvantageNFP.com](http://www.AdvantageNFP.com) or contact **Jane Haywood** on 01582 794 229 or [jane.haywood@redbourn.co.uk](mailto:jane.haywood@redbourn.co.uk)

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