

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Advantage^{NFP} Fundraiser welcomes The Equal Rights Trust

The Equal Rights Trust, London recently selected Redbourn's Advantage^{NFP} Fundraiser database software to help manage supporter relationships and charitable income.

The Equal Rights Trust is an independent international organisation whose purpose is to combat discrimination and promote equality as a fundamental human right and a basic principle of social justice. The Equal Rights Trust opened its office in London in 2007 and is governed by an international board of Trustees.

Advantage^{NFP} Fundraiser is a complete CRM fundraising 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 comprehensive system with a user-friendly interface.

Mickella Lewis, Head of Development at The Equal Rights Trust, chose Advantage^{NFP} Fundraiser after extensive research to find a suitable CRM system that met their list of criteria. Mickella explains, "We were looking for an affordable system with a good level of functionality to meet our grant management needs. We chose Advantage^{NFP} because of the flexibility of the system and the training and on-going support available to get the most out of the database".

Steve Cast, Managing Director of Redbourn says, "We're delighted to welcome The Equal Rights Trust as a new Advantage^{NFP} customer. We worked closely with The Equal Rights Trust to ensure that our Advantage^{NFP} Fundraiser product met their needs and budget, and we were able to demonstrate our commitment to delivering high quality solutions to our growing customer base. We look forward to working with Mickella Lewis and her colleagues at The Equal Rights Trust to successfully implement Advantage^{NFP} Fundraiser and to a long term relationship between our two organisations".

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

