

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Advantage^{NFP} Fundraiser welcomes Exeter Leukaemia Fund

Exeter Leukaemia Fund, Devon recently opted for Advantage^{NFP} Fundraiser, the integrated fundraising, CRM, membership and marketing database solution powered by Redbourn Business Systems, to help structure and organise their supporter relationships and to communicate with supporters more effectively.

ELF has been a registered charity since 1987. It was the vision of Dr Miles Joyner to improve the lives of all patients in Devon and across the South West with leukaemia, lymphoma and other blood related disorders, through improved facilities, better equipment and research.

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.

Bridget Hill, Fundraising Manager at Exeter Leukaemia Fund, selected Advantage^{NFP} Fundraiser after having researched a number of CRM systems that could meet their requirements. Bridget explains, "This is a very exciting time for the charity which is expanding its services to patients. It is vital that we provide the best possible service to our supporters and the new system will be a cornerstone of this aim. We evaluated several systems but decided that Advantage^{NFP} Fundraiser has the best functionality and the track record we are looking for."

Steve Cast, Managing Director of Redbourn says, "We are thrilled to welcome Exeter Leukaemia Fund as a new Advantage^{NFP} customer. Redbourn are looking forward to developing an excellent working relationship with Bridget and her team and delivering a high quality fundraising CRM system with exceptional service."

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

