

# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## Friends of St. Mary's Church choose Advantage<sup>NFP</sup> Fundraiser

Redbourn Business Systems are delighted to welcome the **Friends of St. Mary's Church**, who has signed up to implement Advantage<sup>NFP</sup> Fundraiser to help organise their supporter relationships and to increase funds.

Founded in 1977, Friends of St. Mary's Church was set up by a group of people living in or near Redbourn wanting to play a part in maintaining the beautiful St. Mary's Church, which is now over 900 years old. The Friends organise regular fundraising social events, which over the past 20 years have added to the varied social life of the community of Redbourn and raised funds for a wide range of Church projects.

Advantage<sup>NFP</sup> Fundraiser is the integrated CRM, fundraising and membership database system from Redbourn Business Systems, specifically 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.

Chairman of The Friends of St. Mary's Church Committee explains, "Having looked at a number of alternative CRM solutions, we felt that AdvantageNFP Fundraiser was ideally suited to the requirements of a small charity like ours. Low cost, very easy to learn and get using quickly to manage events and finance, plus great support. It was an easy choice to make."

Steve Cast, Managing Director of Redbourn says, "We are pleased that the Friends of St. Mary's Church decided on AdvantageNFP Fundraiser as their preferred integrated CRM and fundraising database solution. We look forward to helping them increase their funds through better communications with their supporters."

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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Advantage<sup>NFP</sup> powered by Redbourn Business Systems

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