

FUNDRAISING MANAGEMENT

BOOST FUNDRAISING EFFICIENCY, VISIBILITY, AND RESULTS

Is your current software failing to meet the needs of your professional fundraisers, making it increasingly difficult to support your core mission? If so, discover how you can optimize your fundraising potential with comprehensive, role-based fundraising processing and management software from SAP.



Facing stiffer competition for raising funds, organizations need to target their most interested donors and communicate with them effectively, while boosting staff productivity. Most fundraising software fails in this regard. Now, with fundraising management software from SAP, your organization has support to maximize its fundraising potential.

Target Your Most Interested Donors

Do you find it challenging to target the right prospects for fundraising initiatives? With fundraising management software from SAP, you can segment your database into target audiences – without creating queries or writing reports. You can create and refine lists on the fly that reflect the most interested donors for your current action. Freed up from time-consuming segmentation tasks, your professionals can focus on sharpening your message to important donor bases, thus boosting the fundraising potential of every campaign.

Increase Fundraising Efficiency

Are your fundraising professionals charged with managing a wide variety of fundraising tasks? The SAP® software provides tools to readily access and manage different action plans, strategies, and key data quickly. A configurable interface displays only the information of interest to your staff – including at-a-glance overviews – while role-based access gives them access only to what they are authorized to see.

Achieve Greater Transparency of Activities and Data

Gaining insight into constituent and campaign information scattered in systems across your organization is difficult – especially if yours is a large institution with various fundraising needs. The SAP software enables real-time data exchanges that increase the visibility of critical information. Once your staff enters data – such as a pledge or a change to a campaign goal – into the software or any system connected to it, the data is made available in all areas of your installed SAP software. Because you'll be operating on a single source of the truth, your reports will reflect consistent, accurate data.

Benefits to Your Institution

With fundraising management software from SAP, you can optimize your fundraising potential by:

- Quickly and easily segmenting your database
- Accessing and managing action plans, strategies, and other key data
- Increasing visibility into constituent information
- Staying focused on your core mission

Find Out More

For more information on fundraising management software from SAP, contact your SAP Services representative, call us at +1 866-609-1124, or visit us online at www.sap.com/services/customdev.

Summary

Facing increased competition for donor funds, organizations need to increase staff efficiency, efficiently communicate with constituents, and target the most promising donors. Many will increase their fundraising potential with fundraising management software from SAP.

Business Challenges

- Increase staff efficiency
- Efficiently communicate with constituents
- Target the most promising donors

Key Features

- **Constituent management** – Ensure access to people, organizations, and the data that matters most
- **Pledge processing** – Enable flexible and comprehensive pledge schedules and planning
- **Gift processing** – Leverage robust gift and acknowledgment functionality
- **Planned giving** – Access a range of tools that support long-term gift opportunities
- **Challenge pledges and gifts** – Easily match existing gifts and pledges
- **Prospect management** – Cultivate relationships and build action plans
- **Campaign management** – Access a rich set of campaign planning, budgeting, and execution features
- **Membership management** – Offer flexible membership and dues payment options
- **Volunteer tracking** – Gather essential information about constituents who volunteer their time
- **Recognition** – Ensure donors are appropriately recognized for contributions by enabling the creation and management of giving clubs
- **Reporting** – Analyze and compile key information from business processes to support improved decision making

Business Benefits

- **Improved fundraising results** through clearly targeted campaigns and professionals freed up to focus on value-added activities
- **Simplified data access** through an intuitive, configurable user interface
- **Increased efficiency** with tools to process and manage a variety of fundraising tasks
- **Greater transparency** into constituent and campaign information through real-time data exchanges

For More Information

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