



## Build stronger relationships, achieve higher fundraising goals

Sage Fundraising 50 provides nonprofits of all types and sizes with a comprehensive fundraising, development, and donor management solution. Easily track the acquisition, cultivation, and recapture of lapsed donors, and effortlessly implement donor retention programs, such as recurring giving and deeply personalized messages, to maximize your fundraising results. Sage Fundraising 50 supports all core fundraising techniques while streamlining administrative processes, eliminating wasted time and money, and providing all the key tools to analyze and communicate your results.

### Immediately increase productivity

The straightforward navigation and intuitive user-interface in Sage Fundraising 50 minimizes learning curves for staff and volunteers. Streamline daily tasks with a number of time-saving utilities, including user-default templates. Highlight critical information with the Snapshot Reports—quick, configurable graphics that launch every time you log on to your system.

### Easily tailor the system to fit your unique requirements

Sage Fundraising 50 provides many levels of flexibility. Customize the system to reflect your preferences and those of your organization, such as designing your own folder interface, displaying only critical data, and customizing any report template. User-defined tables and fields provide more control over what you want to track, allowing you to include organization-specific attributes and demographics.

## BENEFITS

- Improve donor retention
- Increase campaign effectiveness
- Cultivate new prospects
- Manage all fundraising activities
- Streamline gift processing
- Reduce duplicate tasks
- Demonstrate stewardship

The screenshot displays the Sage Fundraising 50 software interface. At the top, it shows the title 'SAGE FUNDRAISING' and the user 'Mrs. Trista Abala (47)'. The main window is divided into several sections:

- Navigator:** A sidebar on the left with various menu items like 'Home', 'Contributors', 'New Constituent', 'Query', 'Browse', 'Quick Merge', 'Quick Print', 'Default Options', 'Print Card', 'Constituent Reports', 'Add Copy Item', 'Change Record Type', 'Help on Cards', 'Campaigns', 'Events', 'Reports', 'Quick Gift', 'Bank/Credit Processing', and 'Online Gift Processing Help'.
- Donor Profile:** A central form for 'Mrs. Trista Abala (47)'. It includes fields for 'Last Name: Abala', 'First Name: Trista', 'Prefix: Mrs.', 'Middle: Sells', 'Address: 7900 Wallow Way', 'City: Phoenix', 'State: AZ', 'Zip Code: 85001', 'Home: 602-213-7921', 'Business: 602-524-5452', 'Cell', 'Fax', 'Email', 'Web Page', 'AA #', 'Added: 6/18/2006', and 'Updated: 10/15/2006'. It also shows 'Constituent Type: Individual' and 'Membership Level: Low \$50 - \$249'.
- History:** A sidebar on the right with links to 'Home Page', 'Tickets', 'Setup System Options', 'Events Management', 'Online Gift Processing', 'Campaign Overview', 'Quick Get', 'Reports', 'Table Maintenance', 'Query', 'Browse', and 'Mrs. Trista Abala (47)'.
- Summary Report:** A table at the bottom titled 'Constituent Giving Summary Report' showing a 'Calendar Year' from 2006 down to 1998, with columns for 'Cash Total' and 'All Transactions'. It also includes a 'Total Unpaid Pledges' of \$0.00.
- Links:** A sidebar at the bottom right with links to 'Sage Nonprofit Home Page', 'Sage Software Online', 'Sage Learning Services', and 'Sage Payment Solutions'.

◀ An intuitive interface and built-in shortcuts make Sage Fundraising 50 easy to learn and use. The dynamic desktop view provides an at-a-glance donor profile with quick navigation to deeper details.

## Streamline gift entry

Manage the entire gift processing function more efficiently with Sage Fundraising 50. Quickly capture critical gift data, including pledges, pledge payments, and soft credits using the Quick Gift Entry feature. Built-in tools automate credit card, bank card, and bank draft donation processing. If Sage Payment Solutions (SPS) is enabled, you can connect right to the Virtual Terminal and process transactions in real-time. Or, simply create a quick export file for bank processing. Other gift processing features, such as Match Potential and Pledge Scheduling, maximize your efficiency and accuracy. You can also generate pledge reminders or reports to simplify your collection process.

## Simplify electronic fund transfer (EFT) donation processing

Reduce the time you spend processing your EFT donations! Integration between Sage Fundraising 50 and Sage Payment Solutions (SPS) provides you with a complete gift and pledge processing system. You can process donations in real-time or save transaction processing for a later date. SPS adheres to payment card industry data standards, helping to keep your donors' sensitive data safe. Create new donor programs with ease, such as recurring giving. Cut down on the administration time spent processing donations and fund your programs quickly with Sage Fundraising 50 integration to SPS.

## Easily capture donations from your Web site

Tap into the power of e-Philanthropy with Donate Now capabilities! The Donate Now form from Sage Payment Solutions is easy to use, customizable to fit your brand, and includes options such as designations, recurring gifts, joining a mailing list, and more. The constituent information and donations are then pushed into your fundraising database for review and eventual upload. This seamless integration reduces duplicate data entry by transferring gift and pledge payments, recurring gifts, and Donate Now data straight to Sage Fundraising 50.

Sage Fundraising 50 also gives you the flexibility to choose any online giving service or retain the one you use currently. Import donor and gift information into Sage Fundraising 50 in one easy process. Pre-built templates for PayPal, Network for Good, and others are included and can be customized to match your current processes.

## Effortlessly import data

Quickly and easily import data from third-party applications, list acquisitions, or other systems in your office. The Data Import Wizard in Sage Fundraising 50 allows you to drag-and-drop data onto the desired card, visually verify its accuracy, and validate your data before importing. Update-and-replace functionality enables you to update a constituent's address in the system or replace items such as e-mail addresses or phone numbers that you have on record. You also can save templates for future imports of the data you consistently need in Sage Fundraising 50.



◀ The built-in drag-and-drop data import wizard allows you to get the data you need into Sage Fundraising 50 effortlessly.

## Identify opportunities, administer programs and report results

Sage Fundraising 50 offers a built-in reporting system to help you manage all areas of your development activities. Standardized reports can be used as is, or customized for your reporting needs. Sage Fundraising 50 provides one-click export to an Excel spreadsheet with the Quick Export feature. Save any report settings in the system or the output as a PDF. Outlook integration lets you share any news or report easily with your donors, executives, board, or other stakeholders by e-mailing reports directly from the system.

## Monitor campaign success

Measure the success of each campaign against stated goals, and track the various sources of donations, whether generated by e-mail, direct mail, telemarketing, or events. Sage Fundraising 50 automatically calculates the cost-per-dollar raised and the net income of solicitations and activities. Easily create reports to share with the campaign stakeholders at any point during or after the campaign.

## Maximize response with targeted solicitations

Sage Fundraising 50 promotes donor acquisition, cultivation, and retention through comprehensive profiles, moves management and tickler tools, and complete communication histories. Sage Fundraising 50 allows you to track responses and effective communication vehicles for each donor, targeting successful solicitations for future campaigns. Use the flexible query options of Sage Fundraising 50 to report on specialized campaigns, recurring gift programs, and more to analyze and adjust communications with donors.

*"When we adopted Sage Fundraising 50, we thought we'd never need all the features built into it. Boy, were we wrong. Our constituent base has easily grown five-fold since then and we have been able to keep our administrative headcount flat, thanks to the capabilities provided by the software."*

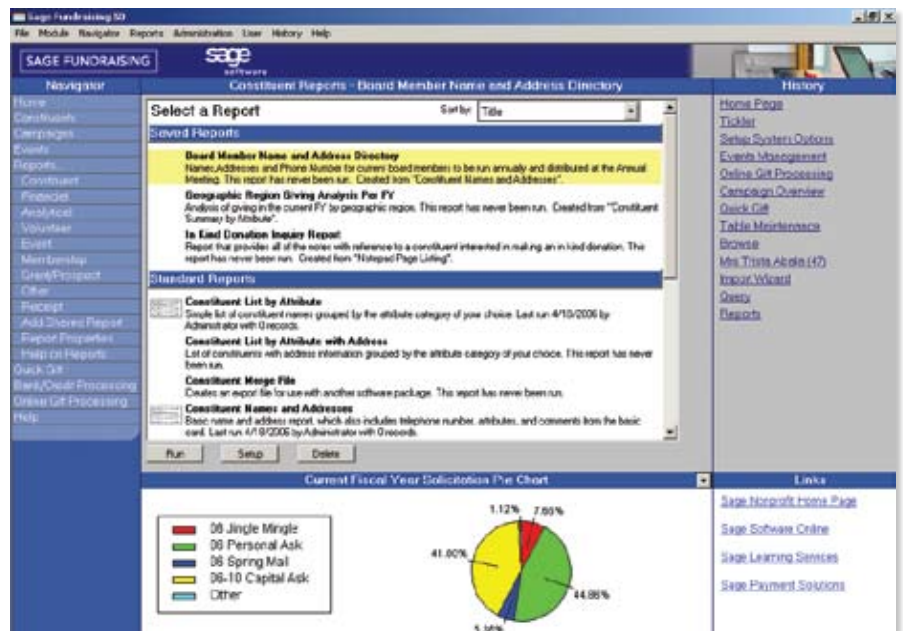
**Pat Heller**

Director of Community Outreach and Development  
The Potter League for Animals

## Cultivate and motivate with built-in communications

Sage Fundraising 50 has a range of e-mail, mail merge, and other communication tools that work directly in the system. Develop newsletters and other communications by utilizing hyperlinks and HTML formatting for professional results. Target your e-mail lists, and easily send customized bulk e-mail. Use time-delayed batching tools to increase communication effectiveness and avoid spam filters that block your mass communications. Sage Fundraising 50 works directly with Microsoft Outlook to display your e-mail, calendar, and task lists right from the system.

*Flexible query options and built-in reporting tools can save you many hours previously lost on data extraction and reporting.*



**Comprehensive gift and pledge tracking and receipting**

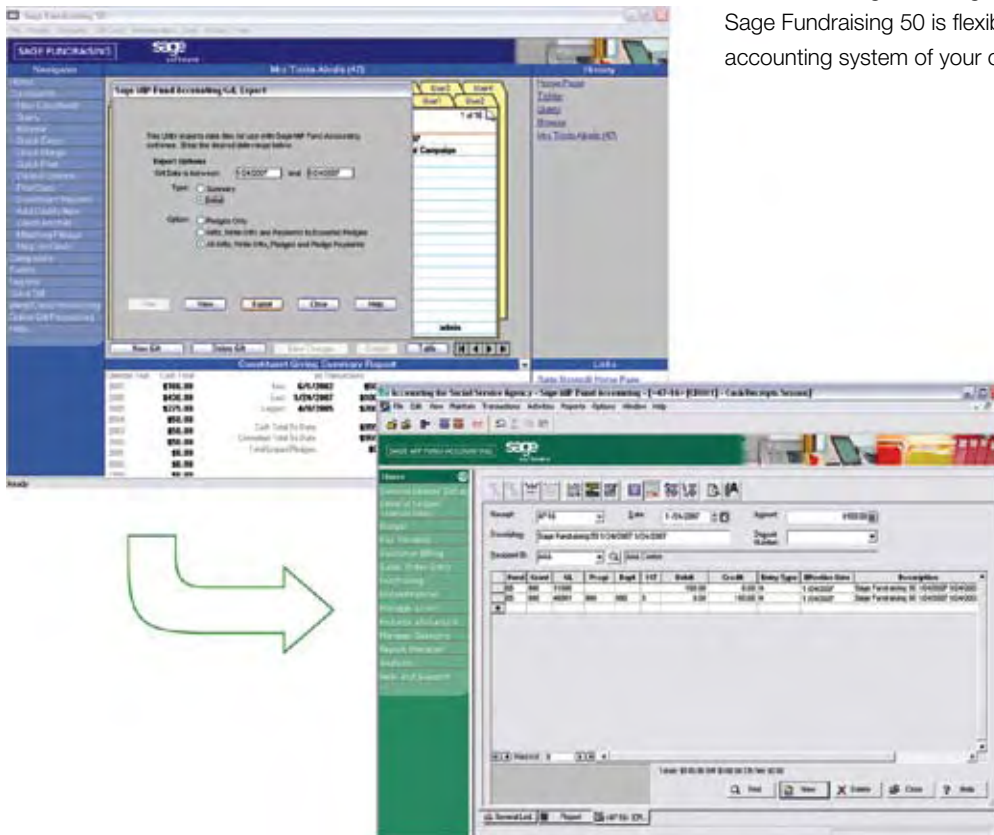
Sage Fundraising 50 provides a comprehensive tool for recording and retaining detailed information on all types of gifts and pledges. Record split gifts and soft credits to the appropriate campaigns or funds and set up automatic payment schedules and pledge reminders. Maximize your efforts to capture all possible donor dollars by identifying potential matching gift opportunities between employers and your constituents. Gifts made in honor or memory of an individual or individuals can be easily recorded and tracked. Quickly generate acknowledgements or receipts directly from the system using customized templates for the various types of gifts.

**A visual view of your constituents' relationships**

Sage Fundraising 50 allows you to easily track relationships between donors and prospects, employers, volunteers, staff, and more. Display the relationships between constituents to make cultivating donors, planning, and the “ask” a comprehensive approach for major gifts, capital campaigns, and planned giving initiatives. Fully customize the relationship table to fit your organization by assigning a different color to each relationship type. With one click of the mouse, move from one constituent to another to see how all of your donors are connected.

**Seamless integration into accounting applications**

Eliminate duplication of data entry and manual verification of gifts with the finance department. Seamless GL Export Integration with Sage MIP Fund Accounting or Peachtree by Sage saves both time and money. Easily view key reference information on exported gift records, making balancing between the two applications painless. Sage Fundraising 50 is flexible enough to export files to map to the accounting system of your organization's choice.



◀ Data consolidation is made easy by transferring gift details from Sage Fundraising 50 directly into Sage MIP Fund Accounting.



Sage Software supports the needs, challenges, and dreams of 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable and customizable software and services. Sage Software is a subsidiary of The Sage Group plc, a leading international supplier of business management software and services formed in 1981 and listed on the London Stock Exchange since 1989.

**Capitol Non Profit Solutions**  
 1425 K Street NW, Suite 350  
 Washington, VA 20005  
 866-260-3889  
 sbraun@capitolnps.com

