

## 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
- Maximize event fundraising
- Reduce duplicate tasks
- Demonstrate stewardship
- Reduce IT with hosted solution

The screenshot displays the Sage Fundraising 50 software interface. The main window shows a donor profile for Mrs. Trista Abala (ID: 47). The profile includes fields for Name, Address (7900 Wallow Way, Phoenix, AZ 85001), Contact Information (Home: 602-213-7921, Business: 602-524-5452), and Donor Status (Individual, Potential Low \$50 - \$249). A 'Constituent Giving Summary Report' is visible at the bottom, showing cash totals from 2002 to 2010 and transaction details.

Calendar Year	Cash Total	All Transactions
2010	\$660.00	First: 6/1/2005 \$50.00
2009	\$430.00	Last: 4/19/2010 \$50.00
2008	\$275.00	Largest: 4/8/2008 \$200.00
2007	\$50.00	Cash Total To Date: \$1,515.00
2006	\$50.00	Committed Total To Date: \$1,515.00
2005	\$50.00	Total Unpaid Pledges: \$0.00
2004	\$0.00	
2003	\$0.00	
2002	\$0.00	

◀ 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. 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.

## Easily capture donations from your Web site

Tap into the power of e-Philanthropy! Whether you manage a sophisticated contextual fundraising strategy, need to maximize event registrations, or simply embed compelling donation forms on your current website, Sage Fundraising 50 has a variety of options to support your organization's online goals. With full integrations to available Sage Fundraising Online and Sage Payment Solutions with Donate Now! capabilities, your organization can enable a contextual fundraising strategy to increase online donations while reducing duplicate data entry.

## Maximize event fundraising with minimal effort

Sage Fundraising Online makes it easy to manage multiple campaigns, online event registrations and participant fundraising. Organizations can publish online membership forms, and easily encourage personal fundraising through social networks with built-in links. Use forms for rapid content distribution, volunteer recruitment and signup forms. Constituent information and donations are pulled directly into your fundraising database.

## Integrated Donation Processing Solutions

Donate Now and Sage Payment Solutions make it easy for organizations to accept donations electronically. Sage Payment Solutions services help organizations maintain Payment Card Industry (PCI) compliance while simplifying recurring giving programs.

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.

From within Sage Fundraising 50, data from Sage Fundraising Online can be transferred directly into your database without the need for an exported data file. By streamlining data transfers, your organization operates most efficiently when you combine Sage Fundraising Online with Sage Fundraising 50.

The screenshot shows the Sage Fundraising Online Import Wizard dialog box. The wizard is in Step 1: Select one Sage Online Form to import. It displays a table of available forms with columns for Organization Name, Campaign, Sage Online Form, Transaction Count, and Amount Received. The table lists several forms, including 'CardOneFaceAtTime', 'Mail', 'GalChTheGreen', 'pool', 'scholarships', and 'susan'. Step 2 shows options for updating existing cards, such as 'Attributes that Allow One Value' and 'Update Existing Card'. Step 3 is a simple instruction to click OK to launch the import mapping interface.

Organization Name	Campaign	Sage Online Form	Transaction Count	Amount Received
Sage Fundraising Online	Spring Campaign	CardOneFaceAtTime	12	\$5,360,445.27
Sage Fundraising Online	Spring Campaign	MAIL	2	\$100.00
Sage Fundraising Online	Spring Campaign	GalChTheGreen	12	\$1,605.00
Sage Fundraising Online	Spring Campaign	pool	1	\$100.00
Sage Fundraising Online	Spring Campaign	scholarships	3	\$200.00
Sage Fundraising Online	Spring Campaign	susan	1	\$0.00

## 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.

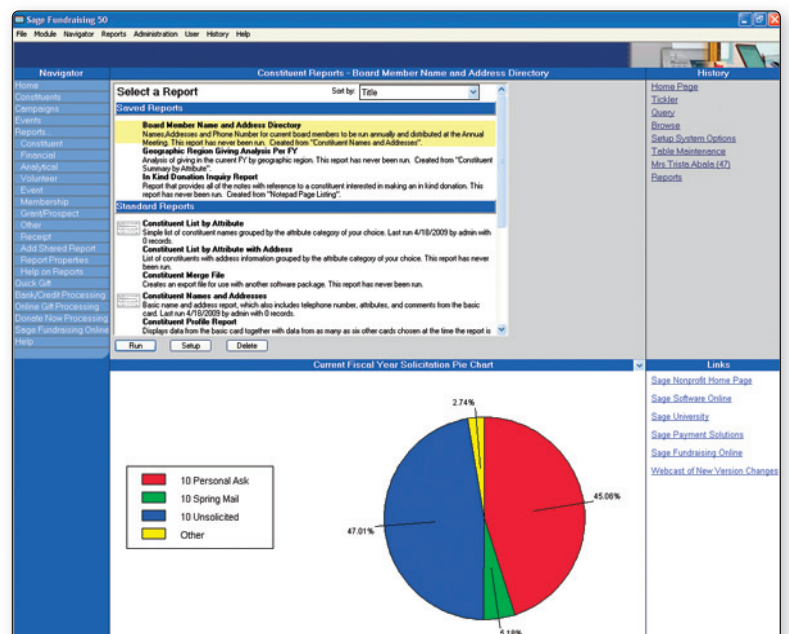
## Cultivate and motivate with built-in communications

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.

## 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.

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



### 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

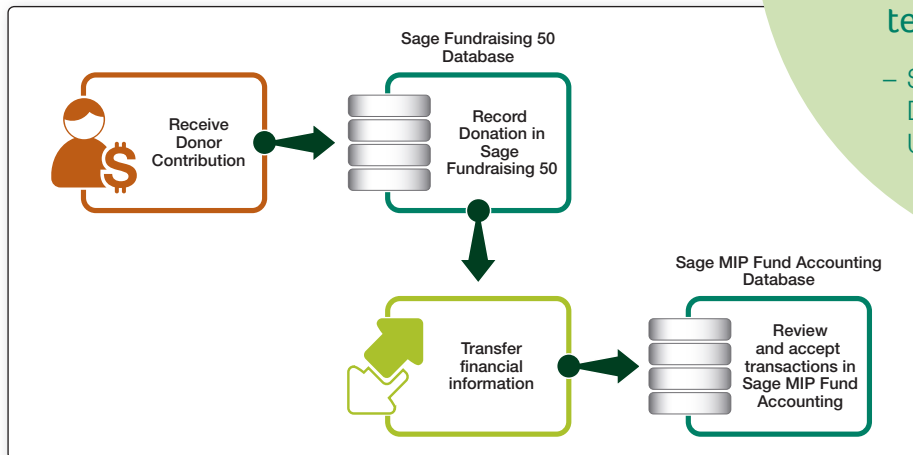
Eliminate duplication of data entry and manual verification of gifts with the finance department. Seamless GL Export Integration with Sage MIP Fund Accounting or Peachtree by Sage saves both time and money. Easily view key reference information on exported gift records, making balancing between the two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

### Access Data Remotely With Hosted Solutions

Sage is proud to also offer fully managed hosted solutions for Sage Fundraising 50. Hosting with Sage allows access to your application and data remotely, while alleviating IT burdens from your staff. Data is fully secure, backed-up, and monitored. Sage Professional Services and Certified Business Partners help make implementation seamless. With no need to deploy or maintain a server, hosting lowers your total cost of ownership, while increasing accessibility and flexibility.

“Before, with only manual processes, it took a week to prepare information for the auditors, and we could never be totally sure that our development office reports captured everything. Now we can produce a report in ten minutes.”

– Scott Nicholson  
Development Director  
United Methodist Open Door



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



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