



## SAGE FUNDRAISING

## SAGE FUNDRAISING 50

Powerful, yet easy-to-use, Sage Fundraising 50 offers complete fundraising management to help you:

- Target your prospects and solicitations to maximize the rate and level of your results.
- Manage the entire pledge and gift processing cycle more efficiently.
- Extend your cultivation capabilities with integrated no-charge program modules, including volunteer, membership, special events management, and more.
- Demonstrate your stewardship through easy and flexible queries and one-click report builds.

### SYSTEM RECOMMENDATIONS

- PC with Pentium-level processor or equivalent
- At least 128 MB
- CD-Rom Drive
- Microsoft Windows: 2000, (including latest service Packs at time of release), XP Professional
- Video Adapter: 800 x 600 resolution with 256 colors however, a resolution of 1024 x 768 with True Color is recommended to enable a full feature display.

The screenshot displays the Sage Fundraising 50 software interface. The main window is titled 'SAGE FUNDRAISING 50' and shows a 'Campaign Overview' for '05 Spring Mail'. The interface includes a 'Navigator' on the left, a central data area, and a 'History' panel on the right. Below the overview, a 'Campaign Expense Report' table is visible.

Solicitation	Committed	Expenses	Net	Expense/Revenue
05 Personal Ask	\$444,885.00			
05 Spring Mail	\$59,557.00	\$1,900.00	\$57,657.00	3.2%
05 Unsolicited	\$1,870.00			
05 Website Renewal	\$10,205.00	\$150.00	\$10,055.00	1.5%
<b>Total for 05 Annual Campaign</b>	<b>\$10,205.00</b>	<b>\$150.00</b>	<b>\$10,055.00</b>	<b>1.5%</b>

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

### Effective Fundraising Management

Affordable and easy-to-use, Sage Fundraising 50 provides growing nonprofits integrated fundraising and development program management to acquire, develop, retain and recapture donors and other stakeholders. All development focus areas are included and integrated at no extra cost, including proposal tracking, event management, volunteer profiling and programs, membership management, and more.

### Intuitive Interface for Ease of Use

Built with an eye toward ease of use for growing nonprofits and volunteers, Sage Fundraising 50 organizes prospect and constituent information into an intuitive interface featuring a dynamic navigator pane. This easy to learn design is a particular help to groups who rely on volunteers or who struggle with turnover. Straightforward processes minimize learning curves and immediately increase productivity. The system also includes timesaving utilities throughout the system to streamline daily tasks, and nearly every view in the Sage Fundraising 50 system offers the option for a Snapshot Report, a quick, configurable graphic to visually highlight pertinent information.

### Maximize Response with Targeted Solicitations

Selectively target your prospects and solicitations to maximize your results. Sage Fundraising 50 promotes donor acquisition, cultivation, and retention through comprehensive profiles, moves management and tickler tools, and complete communication histories. Sage Fundraising 50 tracks and records each solicitation to each constituent, allowing you to track responses and effective communications vehicles for each donor to enhance targeted solicitations for future campaigns. For example, find, analyze and adjust communications with lapsed donors.



## Streamline Gift Processing and Daily Tasks

Your staff can quickly capture critical gift data using the Quick Gift Entry feature to quickly enter all types of gifts, including pledges, pledge payments, and soft credits into the Sage Fundraising 50 system. Built-in tools automate the processing of recurring gifts and help users quickly process bank drafts and credit card gifts and create a quick export file for bank processing. Manage the entire gift processing function more efficiently using the flexible gift tracking system. Other gift processing features such as Match Potential and Pledge Scheduling maximize efficiency and accuracy. The system can generate pledge reminders or reports to simplify your collection process.

## Monitor Campaign Success

Measure the success of each campaign against stated goals, and track the origin of results, whether generated by email, direct mail, telemarketing or event. View real-time accounting of solicitations, campaigns and funds. Sage Fundraising 50 automatically calculates the cost-per-dollar raised and the net income of a particular solicitation.

## Online Gift Processing

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

## Cultivate and Motivate with Built-in Communications

Sage Fundraising 50 has a range of email, mail merge and other communications tools that work directly in the system. Format newsletters and other promotions with hyperlinks and HTML formatting for professional results. Target your email lists, and easily send customized bulk email. Use timed-delayed batching tools to increase communications effectiveness and avoid spam filters that block your mass communications. Sage Fundraising 50 works directly with Microsoft Outlook to display your email, calendar, and tasks lists directly from your fundraising system.

## Integrate all Development Programs in a Single System

Sage Fundraising 50 lets you view, leverage and manage all your development programs in a single system. You can smoothly incorporate prospecting, donor cultivation and campaign-based fundraising with other volunteer programs or other outreach efforts including membership tracking, special events planning, and proposal tracking capabilities.

Use your development program features to:

- Track an unlimited number of proposals to a funding source.
- Plan and manage several special events at once.
- Track prospective corporate and foundation contributors.
- Create volunteer profiles to reflect assignments, skills, preferences and interests.
- Track membership fees and levels, use member demographics to grow your programs.

### PRODUCT BENEFITS

- Advanced profiling improves donor acquisition and prospecting results
- Drive increased campaign effectiveness and track per-dollar raised costs
- Moves management tools help you cultivate gifts and relationships
- Streamline gift processing, and other daily tasks to improve organizational effectiveness
- Integrate all your programs into one easy to manage system
- Straightforward interface simplifies learning curve for new staff or volunteers

The screenshot displays the Sage Fundraising 50 software interface. At the top, the title bar reads 'Sage Fundraising 50'. The main window has a menu bar with 'File', 'Module', 'Navigator', 'Basic Card', 'Global Administration', 'User', 'History', and 'Help'. Below the menu bar is a navigation pane on the left with options like 'Home', 'Constituents', 'New Constituent', 'Query', 'Browse', 'Quick Email', 'Quick Merge', 'Quick Print', 'Default Options', 'Print Card', 'Constituent Reports', 'Add Daddy Item', 'Help on Cards', 'Events', 'Campaigns', 'Reports', 'Quick Gift', 'Bank/Credit Processing', 'Online Gift Processing', and 'Help'. The main content area shows a detailed profile for 'Mrs Morgan Hughes (426)'. The profile includes fields for Last Name (Hughes), First Name (Morgan), Prof. (Mrs.), Address (2043 Gateway Ct, Decatur, GA 30030), City (Decatur), State (GA), Zip Code (30030), Country, Email (mhughes@nonprofit.org), Home Phone (404 478-3885), Business Phone (404), Cell (404), Fax, and Web Page (Ab ID: 145c). It also shows membership details: Member Type (Individual), Potential (Medium \$250 - \$499), Planned Giv Donor (No), Referred by (Community), Volunteer (Yes), Gender (Female), and Email Gift Receipt (Yes). Below the profile is a 'Constituent Giving Summary Report' table.

Calendar Year	Cash Total	All Transactions
2005	\$195.00	First: 5/13/2001 \$250.00
2004	\$20.00	Last: 11/10/2005 \$35.00
2003	\$35.00	Largest: 3/24/2005 \$350.00
2002	\$130.00	
2001	\$285.00	
2000		Cash Total To Date: \$575.00
1999		Committed Total To Date: \$820.00
1998		Total Unpaid Pledges: \$245.00
1997		

Sage Fundraising 50 provides everything you need to improve solicitation results: improve prospect targeting, streamline communication process, track results, and easily determine cost-per-dollar raised!

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

The screenshot shows the Sage Fundraising 50 software interface. The main window is titled "SAGE FUNDRAISING 50" and "SAGE software". The menu bar includes File, Module, Navigator, Reports, Administration, User, History, and Help. The left sidebar contains a "Navigator" menu with options like Home, Constituents, Campaigns, Events, Reports, Financial, Analytical, Volunteer, Event, Membership, Grant/Prospect, Other, Receipt, Add Shared Report, Report Properties, Help on Reports, Quick GR, Bank/Credit Processing, Online GR Processing, and Help. The main content area is titled "Constituent Reports - Board Member Name and Address Directory" and features a "Select a Report" dropdown set to "Title". Below this, there are sections for "Saved Reports" and "Standard Reports". The "Standard Reports" section includes:
 

- Board Member Name and Address Directory**: Names, Addresses and Phone Number for current board members to be run annually and distributed at the Annual Meeting. This report has never been run. Created from "Constituent Names and Addresses".
- Geographic Region Giving Analysis Per FY**: Analysis of giving in the current FY by geographic region. This report has never been run. Created from "Constituent Summary by Attribute".
- In Kind Donation Inquiry Report**: Report that provides all of the notes with reference to a constituent interested in making an in kind donation. This report has never been run. Created from "Notepad Page Listing".
- Constituent List by Attribute**: Simple list of constituent names grouped by the attribute category of your choice. Last run: 4/18/2005 by Administrator with 0 records.
- Constituent List by Attribute with Address**: List of constituents with address information grouped by the attribute category of your choice. This report has never been run.
- Constituent Merge File**: Creates an export file for use with another software package. This report has never been run.
- Constituent Names and Addresses**: Basic name and address report, which also includes telephone numbers, attributes, and comments from the basic card. Last run 4/18/2005 by Administrator with 0 records.

 At the bottom, there is a "Current Fiscal Year Solicitation Pie Chart" with a legend:
 

- 05 Jingle Mingle: 1.11%
- 05 Personal Ask: 7.52%
- 05 Spring Mail: 40.92%
- 05-09 Capital Ask: 45.06%
- Other: 5.39%



*"Sage Fundraising 50 gives me a one stop resource for all critical development information at a realistic price. With it we can keep all information organized and find it very easily and quickly."*

Daniel Sayger  
Chief Development Officer  
Prevent Blindness Indiana

## Reports: Identify Opportunity, Administer Programs, Display Results

Sage Fundraising 50 offers a built-in reporting system to let you easily create operations reports, analyze campaigns and manage all areas of fundraising. The flexible Query function makes it easy to get the precise information you need right in the system, without the need for expensive consultants or programming assistance. Once you have the data, Sage Fundraising 50 provides a "one-click" export to an Excel spreadsheet with the Quick Export feature. Save any report in the system or as a PDF, or save its most commonly used query Hundreds of standardized reports can be customized for your special needs. Use reports in every aspect of managing your fundraising operations—daily operations require with transmittal logs, gift receipts and acknowledgments, results analysis by campaign and fund performance relative to previous year, current goals, or communication vehicles, among other options.

## Meet your Program Needs with Customization

Sage Fundraising 50 provides many levels of flexibility to tailor the system to reflect your preferences and better meet the needs of your development team. For example, design your own folder interface, display only the data that is important to you and your programs, set your own Snap Shot graphic preferences, customize any report template. User defined tables and fields provide more control over what you want to track and let you include attributes and demographics that may be unique to your organization.

## Sage Nonprofit Solutions

Sage Software is the only global software vender with an entire division totally devoted to nonprofits. Sage offers a range of software options for each management function to meet the program and budgets of nonprofits of all types and sizes, including Award-winning Sage MIP Fund Accounting—the preferred financial management solution for nonprofit accountants.



## Sage Fundraising

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### About Sage Software

Sage Software (formerly Best Software) offers leading business management software and services that support the needs, challenges and dreams of more than 2.4 million small and mid-sized business customers in North America. Its parent company, The Sage Group plc (London: SGE.L), supports 4.5 million customers worldwide. For more than 25 years, Sage Software has delivered easy-to-use, scalable and customizable software for accounting, customer relationship management, human resources, time tracking and the specialized needs of accounting practices and the construction, distribution, manufacturing, nonprofit and real estate industries. For more information, please visit the Web site at [www.sagesoftware.com/moreinfo](http://www.sagesoftware.com/moreinfo) or call (866) 308-2378.