



REDW

The Rogoff Firm

REDW TECHNOLOGIES, LLC

2ND QUARTER

2007

SAGE NONPROFIT SOLUTIONS NEWSLETTER

In This Issue:

Keeping Your Existing Donors Happy

Sage Fundraising 100 Version 6.0 Released

Which Windows Vista System is Right for Your Business?

Keeping Your Existing Donors Happy

The principles of growing a nonprofit business are similar to any other industry: cultivate and nurture your customers ... or in this case your Donors. Some say that it takes more time, energy and money to attract **new** donors than it does to keep **existing** donors. Making the most of available resources and keeping existing donors happy is an ongoing process and must be balanced with the time & resources allocated to your core mission and services. Sage Software, makers of your Sage MIP Fund Accounting system, has published an industry paper that provides 10 best practices to keep your donors engaged and their checkbooks open. Below is a brief summary of a few of those best practices:

Be Accountable – Studies support the fact that many donors do not trust nonprofits to use their donations wisely. As such, donors are keeping closer tabs on how organizations are spending their contributions. Keep your financial house in order and communicate clearly & frequently that donor funds are being used wisely and for the purposes intended. While not required, an annual report can provide financial credibility & accountability.

Know Your Donors & Make it Personal – Understanding your donor's preferences and personalizing communication will not only foster a closer relationship but also reminds them that they are important to you. Building donor profiles and having a system in place to capture important details can be helpful. Within solicitation and thank you letters, include details of their most recent gift such as the amount, date and specific campaign for which the contribution was made. When practical, hand-written notes, written signatures (not pre-printed) and personal phone calls add a nice touch.

Thank Your Donors – A simple acknowledgement is not enough. **How** you thank your donors sets the tone for the relationship and reinforces the great choice they made in contributing to your organization. Once again personalization is important as well as timeliness. Thank them quickly while the gift is fresh in their mind and secure their faith in your organization.

Be Consistent – Consistency in events, messaging, and communication help to create a pattern of giving from your donors as well as credibility to your organization. A consistent newsletter, for example, helps keep your donors "in the loop" about your endeavors, services, and upcoming events which not only provides opportunities to touch your supporters but also strengthen the relationship. If your donors can count on a consistently high standard and frequent communication from you, it will encourage future gifts.

Have a Media Strategy and Be Visible – It's important to develop relationships with media contacts and educate them about the positive impact of your organization through press releases and other communication. Positive press coverage in a local newspaper or magazine serves as third party validation of your organization, reinforces credibility and provides another way of reaching your donors. Conversely if negative news about your organization appears in the media, communicate quickly with your donors about the facts. Even if a mistake has been made, donors will appreciate the quick communication and respect your organization for honesty.

Create a Recurring Gift Program - A recurring gift program is one of the fastest-growing retention techniques. By asking existing donors to make smaller donations on a recurring basis, you are keeping them active and engaged. Automatic deductions, for example, allow for a painless method of consistent giving and provide an opportunity to easily upgrade to a higher recurring amount.



For more ideas, email mkamal@redw.com to request a copy of "10 Tips to Keep Them Giving Again and Again"



Sage Fundraising 100 - Version 6.0 Released

To help you achieve your fundraising goals effectively, Sage Software offers a variety of fundraising software applications that work hand-in-hand with your Sage MIP Fund Accounting system. These add-on products offer tools to manage and nurture donor relationships, streamline gift processing, manage recurring giving programs, track solicitations, and help you demonstrate strong stewardship in an increasingly scrutinized fundraising environment.

Recently Sage Software announced availability of the newest Version 6.0 of Sage Fundraising 100. A variety of enhancements have been introduced including a new Directed Giving Campaign module, integration with Microsoft Outlook's Task and Calendar features, and enhanced Grants Management tools. Here are a few of the noteworthy enhancements:

Directed Giving Campaign Module – Enables you to record communications with the donor and disburse funds to the appropriate programs, tracking how the “ask” is progressing from initial request to fulfillment. Further demonstrate accountability by tracking and auditing program performance and sources of funding.

Enhanced Grants Management – this module features an accounts payable interface with MIP Fund Accounting, enabling production of checks for grant disbursements and the import of check information back into the Grants Management module. In addition, the new integration with MIP Fund Accounting's general ledger eliminates duplicate data entry and ensures accuracy.

Ease-of-Use Improvements – includes integration with Microsoft Outlook as well as Quick Entry features for speedy processing of new and renewing members.



[Contact Us](#) for more information about the Sage Fundraising Software Solutions

Which Windows Vista System is Right for Your Business?

Microsoft has recently announced availability of the much anticipated Windows Vista Operating System. To serve organizations of all sizes, Windows Vista is available in 2 versions – **Business** Edition and **Enterprise** Edition. Here is a high-level summary of what each has to offer:

Windows Vista Business Edition - Business Edition is designed for companies that would like to keep PC's running smoothly and securely with very little reliance on dedicated IT support. It offers a new user interface that enables users to juggle multiple tasks at once by providing a three-dimensional, real-time, animated view of all open applications and documents. A built-in search function makes it easier to manage a large volume of documents while providing new ways to organize files. Windows Vista is also more mobile allowing you to remain connected and productive while away from the office. Other enhancements include **built-in protection** against malicious software, proactive warnings against impending **hardware failure** long before you risk losing important data, and an array of sophisticated new data **back-up technologies**. Business Edition also offers improved processes for deployment and ongoing management of the operating system. The introduction of two key design principles make it easier than ever to manage and streamline the process of deploying new PC's or updating existing PC's.

Windows Vista Enterprise Edition - Enterprise Edition offers all of the features of Business Edition but also specifically addresses the needs of global organizations and larger enterprise companies that deploy and maintain more complex IT infrastructures. Some of the additional features include higher levels of data protection through hardware-based encryption technology, multi-language support, improved compatibility with legacy applications, older versions of Windows as well as support for UNIX operating systems.

[Click Here](#) for more detailed information about the Windows Vista Operating System for Business



Contact Us With Any Questions
Mustafa Kamal (505) 998-3423

6401 Jefferson Street NE

| Albuquerque, NM 87109

| mkamal@redw.com

| www.redw.com