



The Assistant Manager™

FUNDRAISING



Increase Donations

Accept donations in all business units in any transaction with all other offerings including admissions, food, merchandise, memberships, and group sales.



Round Up Donations

Round up donations greatly increase giving at all customer facing POS registers.



Amount Donations

Offer countless fixed or variable amount donation designations.



Giving on the Web

Promote fundraising initiatives on the web using social media platforms to encourage instant giving effortlessly on any device.

Manage Appeals

Manage and review mass appeal progress and effectiveness and track pledge status for each benefactor.



Flexible Appeals

Set up any number of appeals, then record and maintain key metrics on effectiveness and progress of those appeals.



On-demand Marketing

Use mass emails or mailings to get the word out to past donors, members, and other patrons that have interacted with the organization in the past.



Save Time

Eliminate repetitive tasks, helping your team communicate with all pledges through scheduled reminders and thank you communications.

Know Your Benefactors

Distinguish how each donor interacts with every business unit of your organization. Record each time a donor visits, makes a purchase, attends an event, or gives a donation.



360° View

Automatically record and save all donor information and historical activity, regardless of business unit, in a single data store.



Be Informed

Know each donor's purchasing habits, events attended, interests, gifts given, and each time anyone in the organization has communicated with them.



Save Time

Centrally record and maintain key metrics on each donor including any demographics, interests, preferences, and relationships.

Keep In Touch with Your Benefactors

Eliminate repetitive tasks, manage to-do lists, and communicate with patrons promptly, professionally, and automatically.



Advanced Digital Marketing

Schedule automatic personalized (digital or hard copy) donor communications triggered by their gifts including thank you notes, confirmations, reminder notifications, and survey invitations.



Manage Action Items

Assign scheduled donor follow-up tasks or action items and never miss a commitment or opportunity again.



View Donor History

Always be informed; instantly view the details of all past interactions with any donor.