



SAGE NONPROFIT SOLUTIONS NEWSLETTER

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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 Jim@npsteam.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

NP Solutions Adds New Consultant to the Team

We are pleased to announce the addition of a new member to our team! Jodi Lewis brings eight years of experience working with not-for profit, public, and private sector organizations. Her use of Sage MIP Fund Accounting Software in a previous role allows her to bring an end-user perspective to her consulting responsibilities. Jodi's background, from full-charge bookkeeper to Assistant Controller, makes her a valuable resource allowing her to provide support and assistance not only with the use of MIP Fund Accounting but also improvements in business processes. We welcome Jodi and hope that you will have the opportunity to meet her at the upcoming Fall User's Group Meeting.

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