

A simple CRM process?

Resource development and constituent relationship management (CRM) go hand in hand. Whether it is through financial donations or volunteer activities, your constituents' willingness to contribute is greatly influenced by their perception of the value you have placed on their relationship with your organization. Today's sophisticated donors appreciate organizations that are aware of and recognize their achievements and current interests.

While many organizations attempt to collect this information, most end up storing their data in multiple, disjointed systems. In this situation, it is frustrating and difficult – if not impossible – to develop a holistic perspective of the constituent.

But there IS a solution . . .



Andar/360 is a cost-effective, fully integrated suite of products that addresses the strategic objectives of nonprofits, including fundraising, online donations, constituent relationship management, volunteer matching, I & R (2-1-1) management, community impact, and more.

Andar/360's Constituent Relationship Management

Features & Benefits:

- Easily manage comprehensive and integrated data, including constituent demographics, donation history, relationships, volunteer history, event participation, and much more based on your customization.
- Learn your constituents' special interests, and let them know through personalized communications and Web pages that you know and care!
- Automate your 'thank you' letter process, tax receipting, and IRS letters while maintaining a personal approach.
- Manage every contact from one centralized database – generate and track general correspondence, phone contacts, faxes and e-mails (with inclusion of attachments), distribute electronic newsletters, and create mailing lists.
- Immediate notification of leadership gifts.
- Retain institutional memory by preserving the details of each relationship over time.