

## Andar/360 Campaign Management



**An easy-to-use campaign management tool that provides up-to-the-minute information.**

The Andar/360 campaign management process helps you develop your plans and set them in motion, and provides you with a clear, *up-to-the-minute* picture of your campaign. With customized key performance indicators, you can quickly assess the progress of your campaigns, and you can easily “drill down” to any level of detail in areas that may need special attention.

### Features & Benefits:

- Easily viewed personalized dashboard reports online. Visually appealing intuitive graphics, augmented by numerical data, quickly provide you with an up-to-the-minute campaign status.
- Campaign action plans that sequence, track, and evaluate each step leading to the pledge. Especially effective for workplace campaigns and residential leaders!
- Assign donor accounts to meaningful and manageable groups within campaign structure hierarchy schemes for any number of campaigns.
- Set a goal for each donor or donor group automatically or manually.
- Quickly assess each campaign division by examining key performance indicators such as achievement vs. goal. The Andar/360 powerful processing facility automatically updates all campaign tracking information.
- Monitor performance of solicitors. Provide individualized online and paper progress reports of assigned accounts for each solicitor.

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.

*“I was pleased when we were introduced to Andar and, over the years, have become a great fan of the product. The program is highly intuitive and provides a graphical user interface that is user-friendly and easy to understand... campaign management components and data-mining capabilities are highly effective. We have truly just touched the surface of the program's capabilities.”*

**Denise Burton,**  
Director Resource Development,  
United Way of Delaware