

Fundraising 50

Build stronger relationships and achieve higher fundraising goals.

Fundraising 50 provides an easy-to-use donor management system that allows you to increase campaign effectiveness and easily measure progress, allowing you to advance on your mission with more ease.

Integration between Fundraising 50 and Fund Accounting 100 allow you to improve accountability with organization-wide transparency.

Fundraising 50 will transfer financial information to the corresponding accounts in Fund Accounting 100, providing you with a streamlined process, improve accuracy and a detailed audit trail.

Fundraising 50 can help you:

- **Improve donor retention and cultivate new prospects** - Tailor messaging based on special interests and giving preferences
- **Understand your most valuable donors** - Track giving patterns and giving potential
- **Discover your maximum potential** - Maximize your time with quick gift entry such as pledge payment and soft credits
- **Streamline processes and improve accuracy** - Keep donors engaged while monitoring both donor and event planning information in a single database



“Fundraising 50 is a great research tool. It helps us analyze the donor base in many different ways. We can find trends in giving by corporations, for instance, or analyze solicitation results by campaign, determining which mailer gave the best results.”

– UNITED METHODIST OPEN DOOR



Learn More

www.softtrac.com or 207.221.0340

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