

# Build stronger relationships and achieve higher fundraising goals

Fundraising 50 is a fundraising management system that can help nonprofit organizations increase campaign effectiveness, easily measure campaign progress and deliver on your mission with ease.

Imagine viewing and managing all of your development programs in a single system. You can increase productivity of your staff by incorporating prospecting, donor cultivation and campaign-based fundraising with volunteer programs or other outreach efforts.

## An easy-to-use donor management system:

- **improve donor retention and cultivate new donor prospects** - engage your donors by tailoring messaging based on special interests and giving preferences
- **discover your maximum potential** - streamline gift entry and capture gift information such as pledges, pledge payments, and soft credits
- **understand your most valuable donors** - measure campaign success by tracking where donations were generated from and calculating cost per dollar raised
- **host events that drive donations** - easy event planning and management tools make hosting events more manageable
- **integrate your entire organization** - Abila Fundraising Online and Abila MIP Fund Accounting integrations are available to improve campaign tracking and organization-wide communication
- **move forward with technology** - a cloud based option makes installation easy and provides you instant access to software upgrades

## ABILA FUNDRAISING 50



“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 solicitations results by campaign, determining which mailer gave the best results.”

– United Methodist Open Door

### LEARN MORE

**(800) 811-0961 or [www.abila.com](http://www.abila.com)**

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