

## Easy and Affordable Online Fundraising

### \$35 million

Last year 16,000 nonprofits raised \$35 million using Network for Good's online fundraising services.

### \$1 out, \$9 in

On average, for every dollar nonprofits invest in Network for Good's online giving services, they receive over nine dollars in return from donors.

### What nonprofits are saying about the Suite

"The most valuable part of working with Network for Good was the personal support and knowing that classes would be available for questions. All of the questions or concerns that I had were answered in a timely manner with an answer that worked."

Paul Werner,  
Global Footprint Network

"The flexibility of Salesforce to accommodate a wide range of needs is very impressive; the Network for Good team worked hard to help us take advantage of their Donor Management Suite."

Chuck Latimer,  
Foundation for the Preservation of the Mahayana Tradition

### Contact Us

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## Raise Money Online and Track Your Results In One Place

Does your nonprofit rely on Excel, Access, or another manual, administrative process to manage your donors? With Network for Good's Donor Management Suite, you can process online donations, manage online donors in a single database, and send targeted email appeals and newsletters.

The Suite is a complete, integrated online fundraising solution that combines three of the very best services available today:

### Custom DonateNow for Online Fundraising

A online donation processing service for nonprofits to accept credit card gifts on the Web.

### Salesforce.com Donor Database

Salesforce is currently used by over 2,200 nonprofit organizations to manage their donor data, fundraising campaigns, and much more.

### VerticalResponse for Email Appeals & Newsletters

An easy-to-use, web-based outreach solution that helps you grow your online fundraising through email appeals and newsletters.

**The Donor Management Suite: complete, easy, and affordable online fundraising starting at only \$99.95/per month.**

### Sign-up For a Demonstration!

Email [fundraising123@networkforgood.org](mailto:fundraising123@networkforgood.org)  
to request a free demonstration of  
the Donor Management Suite

### Key Benefits

- **Complete:** Tap into the power of online giving with a comprehensive online fundraising solution that provides integrated capabilities for donation processing, donor management, & donor communications.
- **Easy:** Reduce manual administrative tasks with simplified tools for managing your online donors in one place.
- **Affordable:** Designed specifically for small to medium-sized nonprofits, with pricing starting at \$99 per month.

### Key Features

#### Online Donation Processing from DonateNow:

- Receive online donations from a customized giving page that looks exactly like your website
- No merchant account required
- Customized thank you messages
- Flexible donation amounts
- Offer thank-you gifts to your donors
- Learn about your donors with survey questions
- On-screen and email tax receipts, including thank-you gift value deduction
- Tell-a-Friend tool let donors send email to friends to tell them about the gift they've just made
- A web-based configuration wizard that makes setup and upkeep quick and easy

#### Donor Database from Salesforce:

- Donation Tracking: Capture your online donations in an online Salesforce donor database
- Donor Management: Manage all of your donors' and prospective donors' contact information
- Fundraising Campaign Management: Create targeted fundraising campaigns by segmenting your audience and designing messages for each group. Use a built-in wizard to easily add donors to lists right from campaigns.

- Desktop integration with Outlook, Excel, & Word: Salesforce's donor database is tightly integrated with popular Microsoft applications including Outlook, Word, Excel, and of course Windows.
- Document Management: A common document repository to enable consistent and effective communication from anywhere in the world.
- Reporting: Real-time reporting gives development officers the information they need to evaluate results and adjust fundraising campaigns for maximum results.

#### Email Outreach from VerticalResponse:

- Email Wizard: Create professional-looking email appeals and newsletters using nonprofit-themed borders, or design your email using an easy-to-use HTML editor similar to MS Word
- Mailing List Management: Mail your donors right from Salesforce, or upload a list.
- List Building: A free form-building tool to help you capture information about your visitors and allow them to easily subscribe to your newsletters.
- De-duplication: Automatic de-duplication of your emails lists so you never email someone twice in the same campaign.
- Real-time Reporting: See who opened your email and clicked on links
- Spam Check: Content screening tool scans your email for potential spam terms/phrases so you can adjust your email before you send it out.
- Direct Mail: Design and print custom direct-mail postcards
- Image Hosting: Store up to 25 megabytes of frequently used images for your campaigns.

*"Network for Good successfully tailors Salesforce.com into a powerful and effective tool for managing donors and other constituents. They've done the hard work of scaling and translating the inherent complexity of Salesforce into something overworked nonprofits can use, and have seamlessly integrated it into their existing tools for online fundraising."*

*— Jason Macario, San Francisco Museum and Historical Society*