



Customer Relationship Management for large charities

NG is a fully integrated Customer Relationship Management (CRM) and fundraising solution designed for evolving, forward thinking charities looking to build strong relationships with donors.

Advanced NG combines ease of use with a fully scalable system to drive efficiency and cost savings through your charity, providing you with everything you need to succeed in an evolving regulatory and economic landscape.

Charities today find themselves in a market that is highly challenging and rapidly changing. This means that charities must modernise and improve their administrative processes if they are going to gain donations from supporters. Ensuring effective customer relationship is key to donor retention, and vital to your future success.

Our solution meets these needs. It offers a fully integrated Customer Relationship and Fundraising Management system, giving teams across your charity access to one up-to-date database for all tasks during their working day. It is designed to help you understand and communicate with donors in the most effective way as well as streamline administration tasks for your teams combined with an easy to use interface.

Simple, unified view of data

Our solution has the functionality to work across multi sites so all staff have access to the information which will drive your fundraising strategy; all teams in your charity will connect to one, up-to-date, centralised database to

give you a 360-degree view of your donors and supporters.

All the data on your donors – the most important asset to your charity – is contained in one accessible place meaning your staff can harness this information to benefit your charity.

3rd party integration

With charities having to adapt to new technologies such as Online Gift Aid, secure payments, and bulk email marketing we understand that you need your software to be able to seamlessly integrate with third party solutions to ensure supporters can easily donate to your cause. NG also has the capabilities to connect with social media platforms to ensure you are targeting donors in the places online that they want to communicate.

Improving donor retention

Understanding your donors and targeting them in the right way using the power of our software means they are more likely to become loyal to you and repeat donations. We know that your supporters are key to the success of your charity and communicating with them in an effective way will boost your revenue and make them more likely to donate again.

Client >

Cats Protection

Sector >

Charity

Project >

Improve digital presence to communicate with potential donors and adopters

“A digital presence is a requirement, not a luxury. Without NG, we could not provide an effective audit trail for all touchpoints and we’d miss opportunities to engage with donors”

Tony Gamble > Head of Information Technology > Cats Protection

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Saving time and cutting costs

Using NG speeds up manual tasks meaning teams across a charity become more productive and focus on what really matters. We understand that charities are under increasing pressure to cut costs and save money where possible, and the automated processes achieved through employing our software will enable you to achieve this. With NG, your charity will be saving time on administration tasks through an easy to use system which gathers all your data in one centralised database, and avoiding paying for multiple software solutions.

Solid, scalable and usable

Ideal for large charities struggling to find a system that works for complex needs, our solution works across your entire organisation to provide staff with an easy, robust CRM system which holds all data in one place whether you have tens of thousands or tens of millions of contacts. Departments across multi-sites are able to access up-to-date information in order to work as efficiently as possible.

Compliant with regulation

Now more than ever the charity sector is affected by regulation changes, that's why our software is fit for the future of charities by adapting to regulation within the sector. It integrates with financial software to help you comply with the accounting SORP, but NG can also help your charity to adapt to GDPR.

Fully integrated solutions using the latest platforms

Need to connect volunteers and staff members out and about running events and managing major donors? Advanced NFP OpenLink is a solution delivered by our specialist CRM team that provides a seamless integration between Advanced NG and Microsoft Dynamics 365, it enables you to provide an 'any device anywhere' solution to all your users that is easy to use, can provide dashboard data direct to their device, and takes advantage of all the latest advances in digital marketing.

Features include:

- > Campaign Manager - enables multi-tier, multi-channel campaigns
- > Events Manager - from challenge events to AGMS to training days
- > Legacy Manager - Keep track of all your bequests
- > Membership Manager - for individuals, families or corporates, priced however you like
- > Merchandise - keep track of catalogue sales in the central database
- > Lottery Manager - save costs by running your lottery in-house
- > Grant Administration - streamline your welfare payments both ad hoc and regular
- > Comprehensive API - link in other applications or provide updates direct from your website

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