



Fundraising

Authority Software understands the unique demands of nonprofits. Without funding, your organization cannot accomplish the mission. With applications specific to the needs of nonprofits, Authority Center captures donor information, pledges, and engagement and utilizes advanced outbound list management to stay connected with the right donors at the right time.

Fundraising

CAPTURE DONOR INFORMATION

Donors are the lifeblood of any nonprofit organization. With Authority CRM, representatives can quickly capture key donor information in one place for a single source database that remains clean and up to date. Cloud-based solutions provide access to the information you need to streamline your inbound and outbound donor management programs no matter where your representatives are location. Authority CRM is also fully customizable so you can create fields specific to your nonprofit organization.

CAMPAIGN MANAGEMENT

Developing campaigns that share your mission in fresh ways can inspire donors to help fund your efforts. Quickly create call scripts for representatives to use in response to the rapid changes in your communities, environments, or around the world. And track the success of campaigns to determine whether your messaging is getting the results you need.

DIRECTOR DASHBOARD

Representative training and coaching is an ongoing process as you bring new users or volunteers up to speed. Director Dashboard provides access to representative performance stats including contacts made, contacts per hour, average pledges, average recurring pledges, and more.

DONOR ENGAGEMENT

Follow up with donors is critical to fundraising. Send 1:1 emails to donors with key documentation, thanks, and encouragement to show your community of supporters how much they mean to the success of your mission. Or utilize advanced outbound list management tools to develop contact lists that can be tied into third-party email marketing platforms.

SECURE DATA PROCESSING

As you record donations, pledges, and commitments, Authority CRM can integrate securely with your financial gateway to process payments, while adhering to strict payment card industry (PCI) standards that protect financial donor information. So your donors feel secure in their giving.

REPORTING AND ANALYTICS

Understanding what campaigns and messages are resonating with your donors is only one of the features of Authority CRM's powerful analytics and reporting capabilities. Run and download reports based on caller, campaign, category, segment, or any other designated fields to better.

DONOR EXTRACTS

Different fulfillment centers have various needs for the data that feeds their mailing and tracking processes. Authority allows direct database access so that any format and content required will be available on whatever frequency is desired.

