

Overview

On a daily basis, Not-for-Profits face issues on achieving a consolidated view of the information that they have stored on current and past campaigns and events. They also face the challenge of information retrieval that is difficult, untimely and inaccurate.

M.R.S. "Fundraiser Analytics 360" is a Comprehensive Business Intelligence system that delivers a more accurate, timely picture of your ongoing campaigns, events and donors. With a complete set of Role-based dashboards, reports and analytics, your NFP will be able to make better decisions, reduce IT costs and gain competitive advantages.

Benefits:

- **Faster and more informed decision making** for everyone from Executive level, Campaign Managers and front line workers.
- **Increased efficiency's & visibility** in campaign reporting, event planning & donor management.
- **Ability too accurately set and track goals** on ongoing campaigns and events.
- **Improved data validity and consistency.** Giving you a single trusted source for decision making.
- **Lower total cost of ownership** with a complete robust BI system, built on industry best practices.

Features:

- **Executive Dashboards** with a complete set of KPI's including: Donor churn and retention, leadership, awards and recognition, and tracking to goals
- **Campaign and Event Managers reporting** on performance over time and to date, performance by team and appeal, and demographic trends.
- **Frontline Workers Reporting** ; Enabling information for them on: Donor profiles, event participation, volunteer tracking and availability, and retention and pledge fulfillment.
- **Geographical Analysis of donors (Mapping).** Delivered by Google's Virtual Earth.
- **Easy to manage and maintain,** fully automated system for data extraction and presentation.
- **Integrated security** with active directory
- **Built with current Microsoft tools sets:** SharePoint Server (MOSS); SQL Server; Performance Point and integration with Microsoft Office.
- **Intuitive interface,** easy to use and easy to understand
- **Web Based**-no client software to install (Zero Footprint).
- Well designed interfaces, allowing **easy integration with back end systems.**