

STAR-INFO

Newsletter for Sage Nonprofit Solutions

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Headline News

Did you miss the filing deadline for Form 990?

According to the IRS, many small nonprofits with gross receipts of \$25,000 or less were not aware that they are now required to file this IRS form, or risk losing their tax exempt status. The deadline to file (for those with fiscal years ending December 31) was May 17, 2010. If you missed the deadline, the IRS is recommending you file anyway.

sage

Authorized Partner

Sage Fundraising Online

New Tool For Online Fundraising And Event Registration

Sage has announced a new fundraising product, Sage Fundraising Online. This innovative online fundraising and event registration tool can help nonprofit organizations to connect more effectively with their supporters on the Web, to increase giving and leverage the power of social networking. Because Sage Fundraising Online is a Software as a Service (SaaS) tool, it is easy to deploy. There is no software to install, yet it integrates smoothly with the other software solutions, such as Sage Fundraising 50, that you may already own.

Who Can Benefit From Sage Fundraising Online

If your organization relies primarily on gifts from individuals or conducts fundraising events on a regular basis, Sage Fundraising Online contains powerful tools that can amplify your efforts. You can use Sage Fundraising Online with existing technologies, strategies, and campaigns to achieve even stronger results.

Meet Your Donors On The Web

The power of Sage Fundraising Online lies in the ability to create simple, easy-to-use donation forms and place them in a variety of locations, not just on your site, but anywhere on the Web. Each of your programs and campaigns can have its own donation form right on the main page, enabling donors to give in context with the programs they are most passionate about. Because visitors complete the



entire transaction on the one page, visitors are less likely to abandon the form and your conversion rates improve as a result.

The donation forms are portable and can be personalized and shared anywhere on the Web. Donors and sponsors can advocate and raise funds on your organization's behalf through their own social networks such as Facebook.

Sage Fundraising Online also is great for managing events such as a walk or run to benefit a cause. There is an online event registration capability that allows participants register and track the donations made on their behalf.

How It Works

Nonprofit organizations can spend a lot of time and effort creating a single Web-based donation form that can handle all of the giving

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Sage Fundraising Online

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options. The Sage Fundraising Online form creation process makes it easy to build and deploy many different forms based on how your donors wish to give.

Sage Fundraising Online allows you to create Web forms quickly and easily. You can therefore embed donation functions into many different pages, all of which will be processed directly and securely through your normal online donation system. No programming skills are necessary to create the forms, and you can take an existing web form, swap out content and video, and quickly launch the next campaign.

Perhaps even more powerful is the ability for your constituents to propagate your web form into their social networks. Your donation forms can be easily shared by your donors and participants so they can fundraise on your behalf, asking friends and family for donations on their social networking or personal websites.

If you need to make a change to a registration form, or want to add a new video, you can update your Web forms dynamically. The updated page will automatically be propagated everywhere on the Web where it is deployed—even your participants' social networking pages.

Because Sage Fundraising Online is a SaaS, there is nothing to install, no technology to learn, and no administration needed. It can be fully integrated with Sage Fundraising 50 and easily maps to other CRM (customer relationship management) solutions you may be using, so you can easily capture the donor information it collects and merge it with your other fundraising efforts.

Sage Fundraising Online also gives you direct access to reports that you can use to quickly analyze results and enhance your efforts.

Broad Feature Set

Sage Fundraising Online can be used to manage all aspects of your fundraising efforts. It handles online giving and it also can be used to manage events, memberships, and volunteers.

- **Online Giving**—The flexibility of the Web forms allows you to simplify and improve your main donation page, while offering contextual giving throughout your website. You can add dynamic content to your pages, including videos, and the system supports flexible giving options.
- **Events**—If you have used an outside vendor to manage special events, such as walk-a-thons, you can save money and retain better control with Sage Fundraising Online's event management. You can create web forms for online event registration and specify criteria, set conditional questions, and even accept additional optional donations with registration transactions. Participants can host an event registration form on their personal website or social network space.
- **Memberships**—If your organization relies on a membership program for funds, Sage Fundraising Online supports online membership registration and renewal transactions.
- **Rapid Response Campaigns**—Because web forms can be created so quickly and easily in Sage Fundraising Online, it is ideally suited for rapid response campaigns, such as those that are launched in response to natural disasters. Through the ability to deploy your donation Web forms you can help local affiliates with their fundraising efforts, and manage campaign status in real time.



Sage Fundraising Online is particularly useful for registering participants for event-based fundraisers, such as a walk-a-thon.

- **Volunteers**—With Sage Fundraising Online, you can manage volunteers more effectively by using online applications and registration.

Merchant Service Providers

For donation processing, Sage Fundraising Online is enabled to work with multiple merchant service providers. Sage Payment Solutions (SPS) offers competitive rates for nonprofit organizations. Choosing the SPS service also streamlines the onboarding process for merchant services for Sage Fundraising Online. Call us to find out if your current payment processing provider is supported.

Sage Fundraising Online is a powerful, flexible tool that can amplify your fundraising efforts. It also helps you to stay agile and respond to changing conditions quickly. Give us a call with your questions. ✨