



CloudDonor

Supercharge your fundraising potential with our Cloud-based customer relationship management solution, designed for small-medium sized charities.

In the digital age, charities are under increasing pressure to ensure that they are communicating with donors efficiently and effectively in order to continue to grow fundraising revenue. This is coupled with the challenge of having flexible and scalable technology in order to provide staff with the tools to streamline administration tasks, allowing them to invest more time in the people that matter – your donors.

That's why we've developed CloudDonor – an intuitive CRM system designed with charities in mind to enable you to effectively build marketing campaigns, process fundraising income, manage merchandising and Gift Aid and provide your teams with the ability to process tasks with ease anytime, anywhere; using the latest in Cloud technology.

Simple, unified view of your charity's performance

CloudDonor incorporates all elements of fundraising management and CRM into one flexible and scalable solution so your teams have one complete, real-time view of your charities performance. Having all fundraising data in one place not only means you can analyse the success of campaigns and fundraising, but staff are able to find information in one central area – as opposed to using multiple systems. The

system integrates with portals for both your staff and your donors, meaning information is pulled from sources into one unified view.

Smarter way of working

With commercial organisations moving to the Cloud, there is no reason why charities shouldn't adopt smarter ways of working too. Using Cloud storage makes sense in order to grow your revenue and adopt flexible working. This means moving all the IT support relating to your donor database out of your office so you don't have to worry about it – this is especially important now with the focus on the security of personal data in GDPR.

Fundraising management in the Cloud

Anytime, anywhere

One of the key advantages of using a Cloud-based solution is the ability to work on multiple devices, no matter where you are. Fundraisers are able to access key CRM and event modules on the move, giving them the opportunity to add and access donor data with ease, using their laptop, tablet or phone.

Grow your charity

We know that our customers will want to continue to develop their charity which is why CloudDonor is designed to be scalable to grow alongside you. Our 20 years of experience working with charities across the industry means we understand that your goal is to increase fundraising revenue for your cause. You can expand into new revenue streams such as many different types of event, major donors, memberships or other committed giving schemes – it's all possible with CloudDonor. Using digital and mobile tools which are flexible to your charity's growth means the sky is the limit – and you don't have to worry about changing solution once you become successful.

Low cost

Using a Software as a Service (SaaS) application means you won't have to pay any hefty up-front fees, as your solution is paid for on a per user per month basis. We know that for smaller and mid-sized charities, having large funds to pay for technology is not always an option. By adopting this pricing model, it makes having the latest functionality realistic and puts you in a position to use tools which will bring you closer to your donors.

Accessible and secure

Using the Cloud means your donors' data and fundraising income is safer than ever before, with no information stored on a physical hard drive. This means that charities are less at risk of losing important data. Our Tier 3 data centres are ISO 27001 accredited and offer the highest level of security for your solution.

In the digital age, having a solution which doesn't accommodate mobile ways of working is inefficient. By implementing a Cloud solution, you can be brought closer to your donors by engaging with them more effectively than ever before. The tools available through using CloudDonor provide your staff with a simple, flexible, mobile solution; increasing overall efficiencies and streamlining processes, giving you more time to focus on the people that matter.

More information

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