

A 360° view of your supporters

Introducing NfP 365, the dynamic CRM system that helps marketing and fundraising teams to realise their value.

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with you all the way

Gold
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Microsoft Dynamics and NfP 365

**How well do you know
your supporters?**

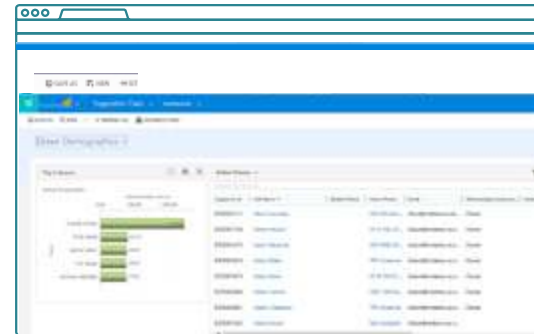
**And do you know the value of
every one?**

NfP 365 is a dynamic CRM system that gives you a 360-degree view of each supporter, beneficiary, volunteer and donor, no matter how you interact with each other, so that you can create meaningful, long-lasting relationships.

Based on Microsoft Dynamics 365, NfP 365 is an m-hance solution designed especially for not-for-profit organisations. Organisations like yours, with different objectives and unique challenges.

Available in the Cloud, NfP 365 gives you the tools to build strategic marketing campaigns informed by data, to target the right person at the right time with the right message. Because that's how you turn one-off donors into life-long supporters.

You'll be able to report and track ROI, manage volunteers and donations, reclaim Gift Aid, monitor social media conversations and automate marketing activity, all from one central place. It's that easy.



But first, our customers...

Here's what our customers, from organisations like yours, had to say



"We've been able to improve the quality of the communications that we have with our own volunteers, fundraisers, and even the people we help."

Lorraine Dorgan, Deputy CEO



"m-hance's system has transformed the levels of communication we have with our fundraisers and supporters by making it easy for us to keep them fully informed about our activities. By automating communication about the positive difference their donations are making, we have enhanced supporter engagement and increased our fundraising capabilities."

Hugh Walker, Finance and Corporate Services Director

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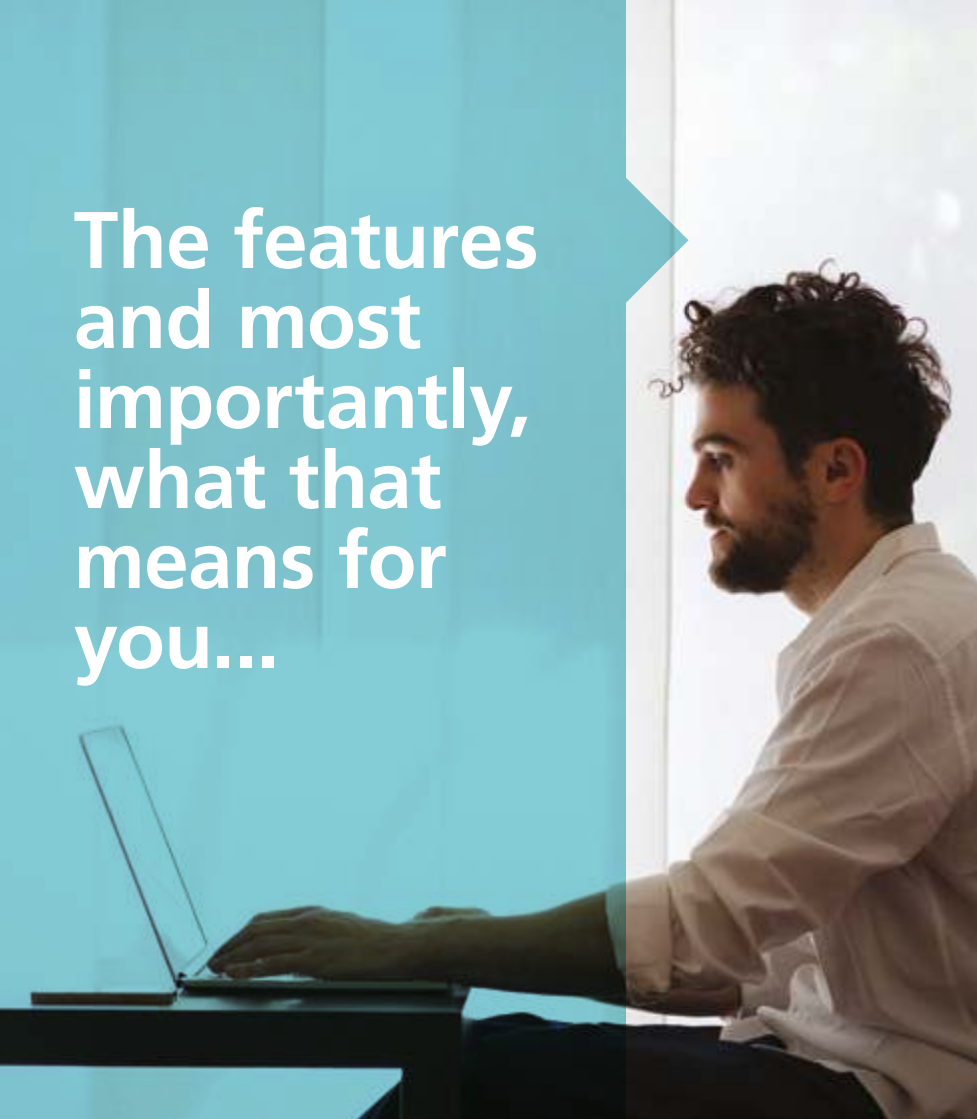
"With our CRM system staff can retrieve KPI data in minutes instead of days, resulting in a 25% increase in productivity."

David Watson, CRM and ICT Manager



"NfP 365 allows all of us to work from one system; something that we didn't have before. Day-to-day communication is now so much easier."

Ciara Quinn, Head of Internal Development



The features and most importantly, what that means for you...



One central management hub

One single system of information that all team members can access, from marketing to fundraising, so that your organisation can work collaboratively and transparently with full control over the data.



The story of every supporter

Every interaction with every volunteer, or donor, is collated to create a full profile. Armed with that insight you can build sophisticated, personalised campaigns that will engage and convert. By having true auditability you can ensure fair and effective targeting that builds trust with volunteers and supporters. And that trust goes a long way.



Hosted in the Cloud

Because NfP 365 is hosted in the Cloud, its functionality is fully scalable, so your organisation will never grow out of it. That means you'll avoid future expensive migration costs.



Online giving integration

NfP 365 integrates with the major online giving platforms like JustGiving so that you can profile supporters and run campaigns based on their fundraising activity.



Social engagement

Social media can have a powerful influence over the reach and success of your cause. Using NfP 365 you can monitor social conversation, discover supporters and analyse the success of your messages.



Customisable dashboards and advanced reporting

Because NfP 365 is based on Microsoft Dynamics 365, it has all the functionality of Microsoft systems that your team are used to, making it really easy to use with little extra training. Users can segment data, explore trends and relationships and use these insights to drive decisions.



Gift Aid reclaim

NfP 365's built-in intelligence can identify income that's eligible for Gift Aid reclaim, so you don't have to. Using NfP 365, you can create a claim and check and audit it before final submission to HMRC.



Event management

Using NfP 365 you can manage your event, track costs against fundraising targets, amounts collected and pledges remaining, as well as report on funds, putting you in control of your costs. The way it should be.



FPS & GDPR Compliant

Be safe in the knowledge that the way you store, collect and dispose of your charity and supporter data will be compliant with the Fundraising Preference Service and General Data Protection Regulation.



Campaign management

People are hit with marketing messages so frequently they have become little more than noise. That means messages need to be personalised, relevant and targeted to make a difference. NfP 365 firstly gives you the information to truly understand your supporter, and then allows you to build strategic campaigns. Campaigns that turn one-off donors into life-long supporters. Advanced reporting means you can evaluate success, review and improve.

And the best bit? You can automate this process, increasing efficiency and supporter engagement.



Seamless integration

NfP 365 works in harmony with Outlook email, Office 365, Dynamics GP and other Microsoft products. That means that you can keep your CRM up-to-date without even being in the application.

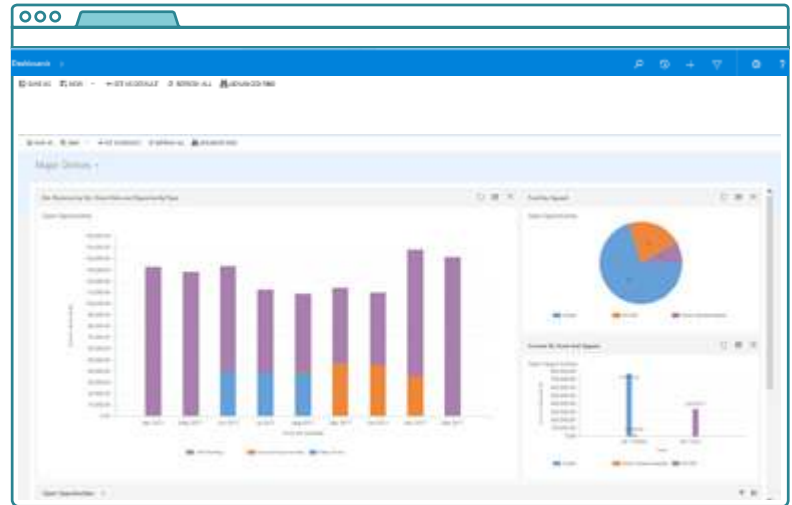
Be secure in the Cloud

As we've already mentioned, NfP 365 is hosted in the Cloud, offering you peace of mind that your data – whether that be the data of your volunteers, supporters, beneficiaries or major stakeholders – is safe and secure.

The Microsoft Cloud offers complete reliability and performance, with UK-based data centres that specifically comply with UK charity legislation.

But security is not the only benefit of having your CRM solution hosted in the Cloud. With NfP 365, not only will your solution be flexible and scalable, but your charity will benefit from lower IT costs and will not have the burden of having to maintain any on-site facilities or deal with manual software updates.

What's more, with the ability to access the software from almost any device, your staff can continue to work towards your mission whilst on the move.



A woman with curly hair, wearing a grey blazer over a light blue shirt, is smiling and looking at a document she is holding. The background is a soft, out-of-focus indoor setting. On the left side of the image, there is a teal graphic element that looks like a speech bubble or arrow pointing towards the woman.

A little about us

m~hance
with you all the way

We're with you all the way.

From the very first meeting, where we get to know your organisation's objectives, to the ongoing support that helps you achieve them, we'll be with you, like an extension of your own team.

We've worked with over 80 not-for-profit organisations including Oxfam Ireland, Amnesty International, Concern Worldwide, Solent Mind and Irish Cancer Society. What's more, we've successfully delivered over 100 Microsoft Dynamics 365 (CRM) implementations - that means we understand your challenges, and we'll work with you to overcome them.

It's a partnership. And it all starts with a chat.

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2017-2018

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Contact us

Call us on **+44 (0) 330 777 1950**

Email sayhello@m-hance.com

Visit m-hance.com

Find us in
London
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Dublin