

CUSTOMER SUCCESS



THE
NATIONAL
CAMPAIGN TO
PREVENT TEEN PREGNANCY

Teen Pregnancy Prevention Group Changes Lives With Sage Fundraising 50

Reduce America's teen pregnancy rate by one third over a 10-year period. When the National Campaign to Prevent Teen Pregnancy was founded in 1996, this goal seemed like an impossible dream. But as the National Campaign celebrates its 10-year anniversary, the nation is on track to meet its goal—a terrific accomplishment.

The National Campaign is the nation's number one resource on preventing teen pregnancy. To date, it has distributed millions of publications, appeared in over 4,500 press clips, and worked with every major television network. Its messages have been seen by more than 275 million people, and its public service announcements and Web site have won several prestigious awards.

Sage Fundraising 50 Powers Programs

Initially, the National Campaign kept records in two separate Access databases for fundraising, events, and general contacts. As the organization grew, so did its information system needs. "Access became totally unwieldy," says Elizabeth Sullivan, development manager and corporate secretary. "We called other nonprofits and asked for recommendations. Many of the products we looked at were no better than what we had. A virtual tour of Sage Fundraising 50, however, impressed us with its end-to-end capabilities, integration, and user friendliness."

Sage Fundraising 50, a Sage nonprofit solution, has automated all aspects of data management at the National Campaign. It tracks grant applications and proposals. It organizes fundraising programs, including individual donor campaigns, events, mailings and acknowledgements. And it has played a pivotal role in planning for the National Campaign's first annual gala and 10th anniversary events.

Customer:

National Campaign to Prevent Teen Pregnancy

Industry:

Nonprofit
Social Services

Location:

Washington, DC

Number of Locations: One

Number of Employees: 21

System:

Sage Fundraising 50

CHALLENGE

Two standalone databases built with generic software could not manage events or handle the organization's exponential growth in fundraising from individuals.

SOLUTION

Sage Fundraising 50 manages the entire fundraising process, from consolidating donor lists and managing events, to tracking grants and monitoring campaign progress.

RESULTS

Saving more than 40 percent of the time previously spent on donor management; address merges that used to take all day are now done in just 40 minutes; mailing process reduced from two weeks to two days.

Clean, Detailed Donor Data

“Sage Fundraising 50 is fantastic for organizing our donor records,” says Rania Margonis, development associate. “Not a day goes by that we don’t use it. Sage Fundraising 50 lets us organize donors by giving levels, so it’s really simple to pull up a list of A-level donors. Sage Fundraising 50 also lets us record where donors are in their giving cycle, what type of letter they should receive, and when our next face-to-face meeting takes place.”

Maronis appreciates the way Sage Fundraising 50 is totally integrated. “If we make a change in one field of the database, it populates all other fields in the donor’s profile—giving us much cleaner data.”

Another important benefit has come from the variety of fields in the software. “Since we’re not a membership organization, and we rely on introductions by existing supporters to acquire new donors, knowing donor history is very important,” says Sullivan. “Many new donors find out about us from their friends. It’s extremely important to track where we found the contact, and who our original source was.”

The new software has transformed the fundraising workflow at the National Campaign. “Sage Fundraising 50 is saving us more than 40 percent of the time we used to spend on data management,” Sullivan notes. “It has eliminated the tedious hours spent poring over paper files, and has freed us up for other projects. We create lists with the touch of a button. Processing a large mailing was a two-week task before, and with Sage Fundraising 50 we can do a complete mailing, start to finish, in a couple of days.”

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Well-Supported Conversion

The switch from Access to Sage Fundraising 50 took less than a month, and was facilitated by support from Sage Software. “Our regional representative walked us through many extra virtual tours when other staffers needed exposure to the system,” Margonis says. “He called us several times to make sure all our questions were answered. We have only wonderful things to say about him.”

Sullivan believes Sage Fundraising 50 was a wise choice. “It’s encouraging to know that Sage Fundraising 50 will serve us for a long time, even as we grow from 600 to 10,000 records. Given our size, budget, and type of organization, Sage Fundraising 50 was an incredibly good investment.”



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