

Introducing the next generation ...

**GiftWorks®**  
2008 | STANDARD

**GiftWorks® helps you manage better and raise more.** While GiftWorks has been helping nonprofits remain mission-focused for years, 2008 marks the introduction of the next generation with GiftWorks® 2008 Standard and GiftWorks® 2008 Premium.

Experience more insightful reporting, more robust donor management and expanded customization throughout the software.

**GiftWorks®**  
2008 | PREMIUM

**Fundraising Software Anyone  
Can Use and Everyone Can Afford**



### DONOR AND CONTACT MANAGEMENT

- Manage all contacts, from prospects and friends to donors and volunteers – in one easy-to-use package.
- Classify your contacts into unlimited donor groups. Use these groups for analysis, reporting and targeted mailings. Groups could include board members, major prospects, volunteers and friends.
- Capture and use data about your contacts and donors, including how they found your organization, their relationships with your other contacts, membership and renewal information, and more.
- Create your own donor custom fields.
- Track all interactions with your donors automatically.
- Create tasks to schedule follow-ups. Manage tasks assigned to team members.



### DONATION MANAGEMENT

- Store donor contributions and pledges with a high level of detail. Specify donation amount, giving date, method of giving, and more.
- Choose country-specific date, phone, currency format.
- Manage campaigns and analyze their success with easy campaign setups and donation segmentation.
- Further analyze donation distribution with funds management.
- Track memorials and honoraria.
- Create and manage acknowledgments and receipts with ease.



### COMPREHENSIVE REPORTING

- Run reports on your donor data or for each SmartList.
- Choose from bar graphs, line charts, list reports with totals, and summaries.
- Run comprehensive standard reports, including contact reports, gift and pledge reports, and statistical reports.
- Export any report to Excel.
- Produce reports by fiscal year or calendar year.



### SMARTLISTS AND MAILINGS

- Create targeted lists of donors and donations based on criteria you determine.
- Customize list views by choosing display fields and groupings. Print lists from your chosen view.
- Run powerful reports on the SmartLists you create.
- Export SmartLists to Excel with custom columns you choose.
- Send mail or email directly to your list or add to mailing lists.
- Track mailings for each recipient.
- Benefit from automatic, simple-to-run mail merge.
- Create and design unlimited letter templates for your mailings, and insert fields into letter templates for your mail merge.



### DATABASE MANAGEMENT AND ACCOUNTING

- Import your data quickly and easily with GiftWorks built-in import wizard.
- Synchronize accounts and classes between GiftWorks and QuickBooks.
- Post transactions automatically to QuickBooks or import into other accounting packages.
- Back up and restore your database.
- Share your customized database template with other organizations.
- Receive all updates automatically online.



### GIFTWORKS EXTRAS

Add to any GiftWorks purchase:

- Volunteer management module.
- Annual phone support plan to access our knowledgeable and friendly support team.
- Valuable training in using GiftWorks to reach your fundraising goals. (Convenient Webinar format with live, professional fundraisers).
- Custom data import. Quoted upon request.

### EXTRA FEATURES WITH GIFTWORKS® 2008 PREMIUM

- Use role-based database security to define roles for users and the level of GiftWorks access permitted for each role.
- Increase flexibility with more than 50 custom fields that can be defined to your specifications for grant management, prospect tracking and more.
- Save on mailing costs using bar-coding and bulk mail features.
- Use seasonal address management to automatically change primary donor addresses on chosen dates.

GiftWorks is proud to be endorsed by these nonprofit associations:



CONNECTICUT  
ASSOCIATION  
of NONPROFITS



GiftWorks is proud to be a partner of these nonprofit associations:



## Our customers love GiftWorks.

“ **Now that I have GiftWorks, I can't imagine going back or using anything else.** The tools are very easy to use and the steps involved in performing a task are all explained and make sense! You don't have to mess around with coding donors and volunteers. The SmartList feature lets you slice and segment your database by selecting elements from criteria to either include or exclude individuals/organizations from the final list.

I was able to cut the cost of doing an annual mailing for one of our programs by more than 85% because GiftWorks made it possible to do almost all of our printing in-house, and we were able to target specific segments of our donor database. Thank you letters can be customized to each donor and can be mailed out the same day their gift enters your office. Mission Research has a great product, with a vision for the future and customer service to match.”

– Ben McLintock, Economic Opportunity Agency Children's House

“ **I love GiftWorks.** I direct a small, nonprofit literary press. We used another system that was cumbersome and confusing. GiftWorks is the single best advancement my organization has made in a couple of years. This is great!”

– Martha Rhodes, Four Way Books

“ **GiftWorks is everything a nonprofit foundation needs and more.** You can customize it to fit any type of work that you are doing. I am especially impressed with the support network with this program. Thanks for your great program and support.”

– Sandy McClelland, Louisiana Governor's Mansion Foundation

“ **I don't have a big budget for databases, so I was thrilled to find GiftWorks.** This product is slick and easy to use. The set-up time alone was its most attractive selling point for me. We were going to use Microsoft Access, but that required reading a 1,000+ page user's manual and doing online tutorials and neither I nor our computer guru guy had time for that.”

– Janet Kincaid, National Recycling Coalition

“ **Your excellent customer service and my ability to give you feedback about your product have enhanced the experience.** I am looking forward to further improvements. Thanks for making a great and affordable solution.”

– Spencer Crandall, Cascadia Behavioral Healthcare

“ **Before GiftWorks, we were using a customized Access database.** I am just learning to use GiftWorks, but am loving all of the features. It is really helping to organize all of our donor information. Thanks GiftWorks!”

– Angela Meyers, Mental Health Association

“ **Thanks for such a useful program and the Tech Soup-like commitment.** Keep up the great support and improvements.”

– Douglas Picard, Independent Fire Company No. 1, Inc

MISSION | RESEARCH

Get these benefits and more for your nonprofit.

Download GiftWorks FREE now!

[missionresearch.com/giftworks](http://missionresearch.com/giftworks)

888-323-8766 x2