Modernise donor and constituent engagement to increase mission impact

Watch a demo of Fundraising and Engagement for Dynamics 365 Sales >

Now more than ever, not-for-profit organisations need modern, data-driven solutions to help strengthen and grow donor relationships, efficiently fundraise and process donations, and understand the financial impact of fundraising efforts. Plus, organisations need to do all of that while delivering more services in response to unprecedented global need.

At the same time, donor expectations are changing so not-for-profits need to be able to tie fundraising efforts to program results to demonstrate transparency and impact.

Introducing Fundraising and Engagement for Dynamics 365 Sales

In response to not-for-profit needs, **Microsoft has launched Fundraising and Engagement for Dynamics 365 Sales,** a Microsoft solution built with MISSION CRM. This solution provides not-for-profit of all types and sizes with key fundraising and engagement capabilities, including:
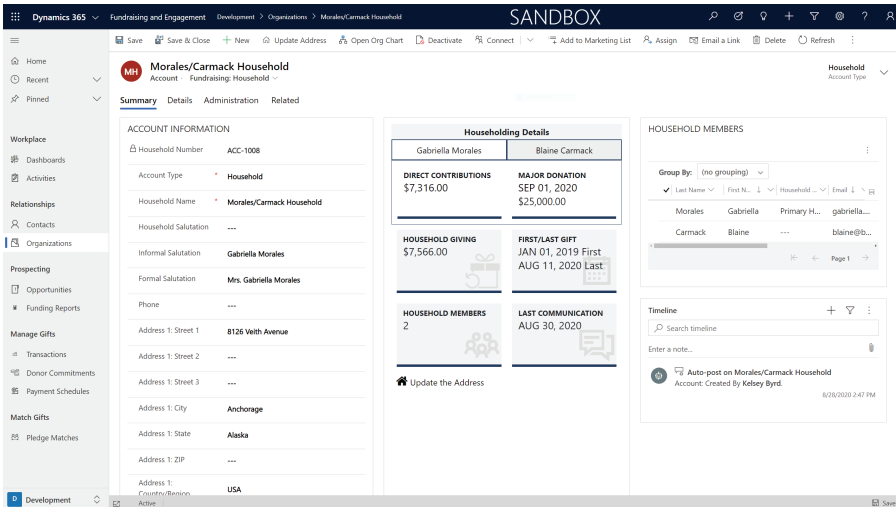
- Constituent management
- Opportunity management
- Donation management
- Payment processing
- Event management
- Recurring gift management
- Business intelligence powered by Azure

Backed by the power of Azure and the **Common Data Model (CDM) for Nonprofits,** Fundraising and Engagement brings together data from virtually any source—Microsoft system or not—into a connected digital loop of business intelligence and reporting. Built by Microsoft in conjunction with leaders throughout the not-for-profit sector and technology industry, the CDM interrelates and standardises data across all applications, into one language, so all applications built on the CDM define data the same way, ensuring organisations report on mission impact with accuracy and ease. And with the help of the Common Data Service, data can securely flow throughout not-for-profit organisation's technology ecosystem, finally eliminating expensive data siloes.

Attract, retain, and grow donors through personalised engagement

Better understand supporters and provide targeted engagement with a 360° view of constituents including preferences, household information, and affiliations. Increase donor loyalty and lifetime giving by understanding and addressing funder priorities. Enable fundraisers to respond to organisational and program needs.
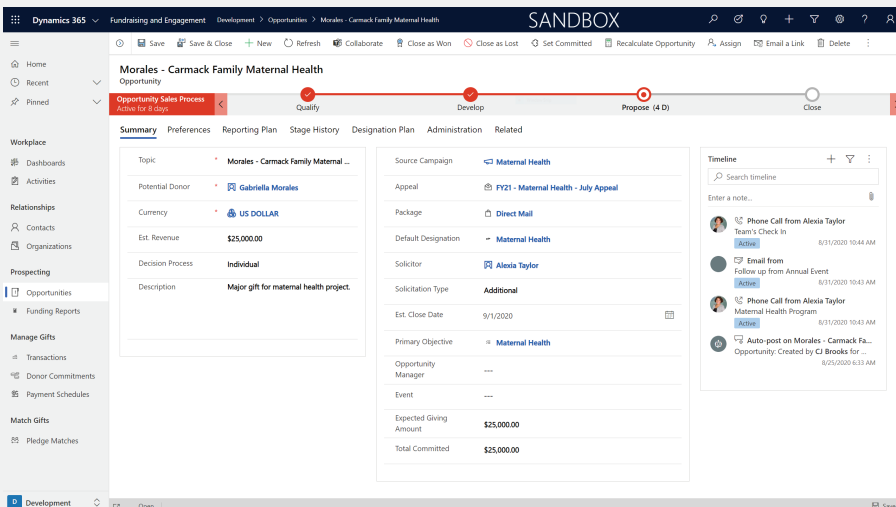

Capabilities:

- Prospect and opportunity management
- Designation management
- Donation management and payment processing
- Preference, task, and activity tracking
- Event management
- Household management
- Primary and seasonal address management
- Acknowledgements
- Customisable data recovery (or customisable business intelligence), dashboards, and views
- Analytics snapshots

Drive fundraising efficiency and reduce costs with automated processes

Empower not-for-profit staff to spend more time on impactful work by automating business processes. From faster monthly recurring gift management to data processing and imports driven by Azure, move not-for-profit staff from reactive to strategic.
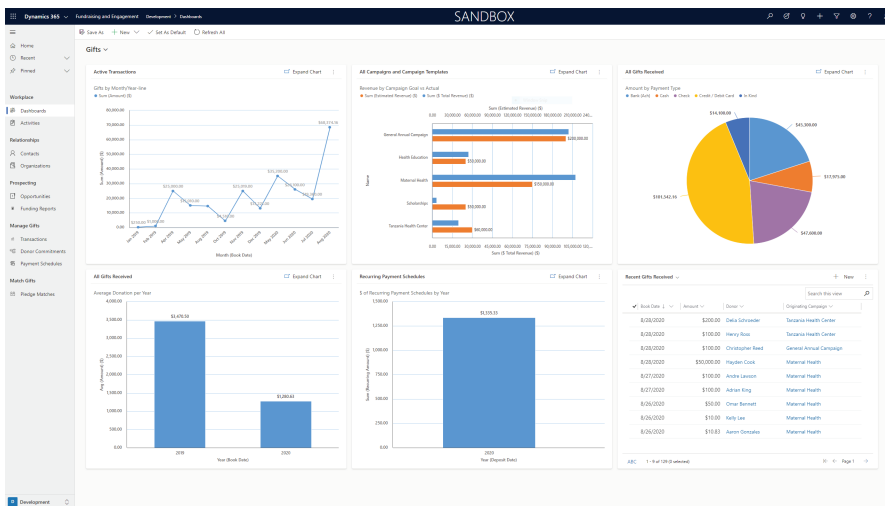

Capabilities:

- Recurring gift management
- Pledge management
- Batch import and entry
- Receipting
- All heavy data transformation, merging, transaction processing handled via a connected Azure tenant

Get an accurate, real-time view of fundraising and financial outcomes

Enable fundraisers and financial managers to benefit from common donation, revenue, and transaction management. Eliminate the need for complex fundraising and financial reconciliation by leveraging fundraising and ERP solutions built on the Microsoft Platform that leverage the Common Data Model for Nonprofits. Get an immediate view of donations and cash flow, gain insight into fundraising efforts, and focus dollars mid-campaign where not-for-profits can have the greatest results. Not-for-profits will also have a real-time view of the impact per dollar spent that not-for-profit staff can communicate to funders at any time, so they can see the results of the programs and services their donations are funding.

Capabilities:

- Integrates with Microsoft ERP solutions
- General Ledger integration
- Transaction management
- Real-time gift processing
- Pre-built and customisable Power BI reports and dashboards
- Payment gateway integrations

Real world results

See how Fundraising and Engagement is helping **Right To Play** scale their monthly donor program and expand into additional countries, and reach more children in need.

Watch the video >

Contact us now!

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