



## Technology in Fundraising :

10 Proven Points to Increase  
Donations, Revenue & Efficiency



# What Can a **Fundraising Contact Solution** Do for You?

- ∴ Improve Donor Contacts
- ∴ Build Productivity
- ∴ Increase Donations
- ∴ Grow Your Organization

Fundraising is a tough and competitive process. Fortunately, it is an area where technology can provide tremendous value to maximize processes and provide better results.

Noble Systems is an expert in customer contact technology. We help fundraisers improve their interaction with donors, from recruiting new members to managing existing relationships. We can help make your organization more productive and efficient, increase your contact rates, enhance your donor services, and streamline the communications process. Noble's integrated solutions give you the tools to expand the productivity of your agents, use resources more effectively, gain new donations, and improve your overall results.

In this paper, we'll share how contact management technology can improve and enhance your fundraising efforts.



A handwritten signature in black ink that reads "James K. Noble, Jr." in a cursive style.

James K. Noble, Jr.  
President & CEO  
Noble Systems

# 10

## Advantages of Fundraising Technology

# 10 Advantages of Fundraising Technology

## Advantage 1: A Single, Accessible View of Your Data

The heart and soul of any fundraising activity is your data. The Noble Solution contact management system operates with an underlying comprehensive database that provides your staff with a single view of all supporters. It allows your managers to:

- > View a history of contacts for a donor
- > Categorize every contact according to the result of the interaction.
- > Plan and implement follow-up contact campaigns according to result of the contact.
- > Capture vital marketing and customer data and analyze for follow-up actions.
- > Display pertinent customer and campaign information on the agent's screen.
- > Track, monitor and report on campaign progress.

**What is the Benefit?** By being able to access and manage your data, you can better manage relationships with donors. It is vital to establish positive communication from the start and be able to build a long-term relationship. That starts from carefully targeting campaigns and having a history of donations, timeframes for donations, etc.

It is important to have a database that both IT people and fundraising managers can access and use daily. The Noble database is completely open and allows managers to search, create contact lists, build campaigns and view records as needed based on a variety of available fields and variables. Therefore, it is easy to create customer contact lists of any type and to implement for customer contact with your agent teams.

## Advantage 2: Improve Control of Fundraising Resources

Most productivity and efficiency suffers when fundraising agents make their own contact decisions. With a contact management system like Noble, customer contact decision making is removed from the agent. Managers, in turn, take part in a simple process of building a contact campaign and the system does the rest.

**What is the Benefit?** The Noble Solution pushes work to agent groups. When an interaction with a donor is completed, the agent codes the result of the contact, records pertinent notes to be stored with the record, and becomes available for another call. The system then sends another call to the agent. For each call, all of the corresponding donor details, campaign information and any marketing language is instantaneously displayed on the agent's computer screen. With Noble, managers get increased productivity and can expect daily consistent levels of contacts and associated donations.

## Advantage 3: Overcoming Agent Cherry Picking

'Cherry picking' is a concept where agents only choose to call donors who have given in the past or who have given in large amounts. This can be a problem when agents have daily quotas and managers want agents to make calls to develop new donors. The Noble system overcomes cherry picking in several ways. First, agents do not decide who they call. The manager assigns agents to a particular calling campaign and the system pushes work to the agents. Second, a special Noble feature called 'Loading Factor' allows managers to control how records are distributed to agents from various lists.

**What is the Benefit?** For example, if you have divided people who are to be called into two groups or donor lists: Group A - Previous donors that give regularly; and Group B - People who have never donated (cold calls).

Group A (previous donors) is going to have a higher success rate than Group B (cold calls). If agents could pick who they want to call, they would likely select the previous donors. With Noble, managers can assign a ratio factor to how the system provides contacts to an agent group. In our example, we might assign a ratio of 3 to 1. Noble would then send the agent group three Cold Call records from Group B for every one Previous Donor record it sends from Group A. Using this feature, not only will all your previous donors be called, but management has controlled how many new cold calls will be made today.

## Advantage 4: Maximize Productivity

With the an automated customer contact system like Noble, agents only handle live contacts, so they can achieve maximum use of their time. All busy signals, no answers, answering machines, and other non-productive dialing issues are screened out by the system and coded for later follow-up. For example, the system will automatically redial busy signals according to your custom plan such as retry three times every ten minutes. This makes business sense because a busy signal indicates that someone is at home, but on the phone.

**What is the Benefit?** Using an automated system over manual calling can increase agent productivity over 300%. This is because manual calling only typically yields 15 to 20 minutes per hour of actual productive talk time. An automated system normally delivers about 45 minutes of actual productive work per agent, per hour.

# 10 Tips for Effective Email Communications

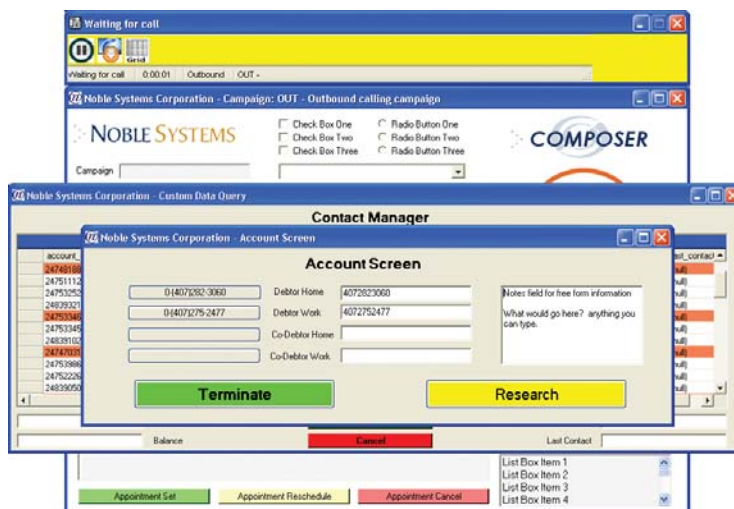
## Advantage 5: Improve and Cultivate Donor Relations

A very important advantage for fundraisers is the ability for managers to control the message being delivered to donors, as well as the ability to capture vital client data and preferences. This capability has been incorporated into the customer contact system's agent interface. This is what an agent sees on the computer screen when handling inbound or outbound contacts. Fundraising managers can display data and graphics in a logically branching conversation script. The scripts are easy to create and modify and can provide different levels of interaction help for the agent from an exact script of what to say to helpful conversation suggestions, for example, how to handle objections.

**What is the Benefit?** Managers use an easy-to-use, drag and drop design program to create these custom scripts for campaigns. It allows non-IT managers to build agent scripts that provide:

- > Customer and campaign data
- > Customer donor history information such as last donation
- > Donor levels and rewards
- > Objection handling language
- > Branches to new pages according to the flow of the conversation with a donor

Using a flexible agent scripting application, it is possible to lay out a precise donation process in a step-by-step manner that agents follow with all information being captured in each step as defined by management. It is also easy to control the message that is being relayed to your donors and to modify scripts and campaigns.



*A flexible agent desktop integrates with your existing applications and gives agents easy access to donor information.*

# 10 Tips for Effective Email Communications

## Advantage 6: Integration with Payment Systems, the Internet, Email and Other Applications

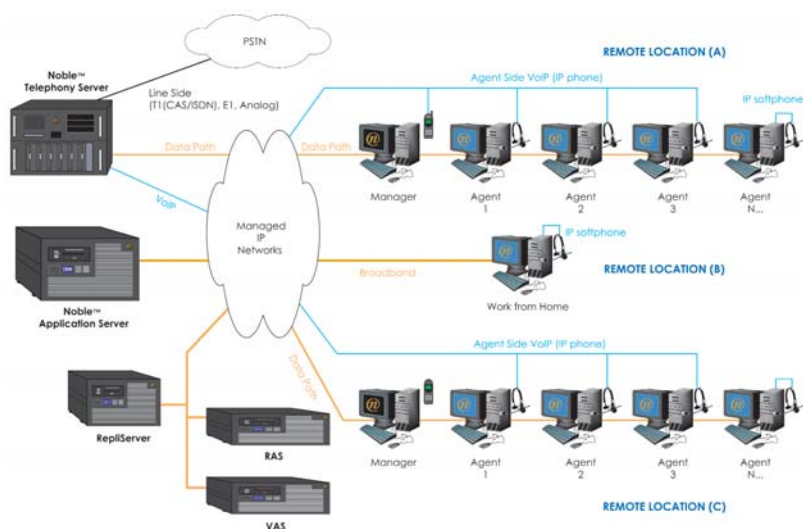
More and more, donors have different preferences in how they want to communicate with you and make pledges. Open architecture allows very easy and straight forward integration with a number of systems including credit card payment, Websites, third party databases, PBX's and back office applications.

**What is the Benefit?** Noble's open architecture facilitates quick integration by supporting Microsoft's .NET framework, an open ODBC database structure, Internet Explorer, email, FAX and other standards or contact methods. Your agents will have easy access to all of the tools they need to quickly complete donor transactions, making accepting donations easier than ever!

## Advantage 7: Expanding Fundraising Resources: Home-based Agents

Organizations today are seeing the advantages of using home agents for their fundraising resources and are looking at implementing work-at-home agents. Noble's IP architecture supports home agents and often, all that is needed for these resources is an Internet connection.

**What is the Benefit?** Research is showing that home agents are more mature, stable and provide better productivity than premise-based agents. IP technology today makes it easy for organizations to add this type of operation without great expense or effort.



*IP technologies make it easy to connect remote sites, at-home-agents, and distributed networks.*

# 10 Tips for Effective Email Communications

## Advantage 8: Analysis, Reporting and Insight

Managers need relevant information in real time concerning the performance of their resources and fundraising projects. Technology today can provide Real-time Statistics that give you immediate insight into how your resources and projects are functioning. This allows managers to make immediate adjustments to resources or calling projects to improve performance and results.

**What is the Benefit?** If a campaign is not performing, managers will know immediately and can take action. In addition to stats, Noble provides over 40 historical reports so that performance can be analyzed and appropriate action taken.  
(screen shot)



Real-time agents stats showing by color if agents are on a call, talking, in wrap up, paused, etc.

## Advantage 9: Accountability

Increased interest and scrutiny into the non profit area means that record keeping is vital. Technology allows you to capture the details of every interaction including the history of each and every contact, the phone and email records and of course financial data.

**What is the Benefit?** With this type of data, your organization can be more accountable and ready for any inquiry.

### **Advantage 10: Technology that is Easy-to-Use and Makes you More Efficient and Productive**

Finally, the technology that does all this for you must be easy-to-use and provide simple, intuitive interfaces. This allows non-IT people to operate it effectively and consistently every day. The entire point of applying new technology is to improve processes, increase efficiencies and productivity.

**What is the Benefit?** Customer contact management systems such as Noble's allow you to create processes that are consistent over time and can increase the efficiency and productivity of your people, improve the management of your fundraising contacts, and increase donations.

# Get to Know Noble Systems

Are you ready to start **managing your Fundraising** contact programs **more effectively?**

Contact us for your **FREE Business Assessment** and let Noble Systems help you **grow your business!**

**1.888.866.2538**  
**[www.noblesys.com](http://www.noblesys.com)**

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