

# 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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# 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 enhance solution designed especially for Not-For-Profit organisations. Organisations like yours, with different objectives and unique challenges.

Available on site or 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.



# 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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"We were absolutely delighted with the results. After speaking to our internal staff, they quickly understood our business, its goals and our requirements."

**George Ryan, Chief  
Operations Officer**



"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."

**Ciará 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 on and off site

Because NfP 365 can be hosted on site and 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.



## 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 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.



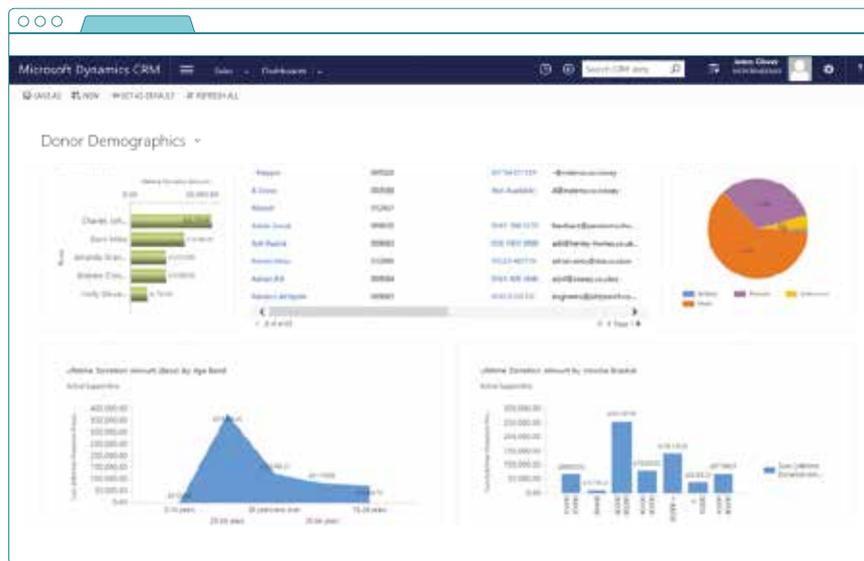
## Seamless integration

NfP 365 works in harmony with your 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.

# Deployment decisions for NfP 365

**Because NfP 365 is so flexible and scalable, we like to work closely with you to make sure that it is deployed and implemented in a way that best suits your needs and processes. That's just the way we do things.**

NfP 365 can either be hosted traditionally on your premises, or in the cloud, taking the hassle out of your hands. Together, we'll work out the best, most cost-effective option for you and then we'll support you to maximise NfP 365's potential as your organisation grows.



A woman with curly hair, wearing a grey blazer over a light blue shirt, is smiling and looking at a document. The background is a soft, warm light. On the left side, there is a teal graphic element with a white arrow pointing towards the woman.

# A little about us

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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, Dogs Trust, Solent Mind and Irish Cancer Society. What's more, we've successfully delivered over 100 Microsoft Dynamics CRM implementations - that means we understand your challenges, and we'll work with you to overcome them.

What's more, we have also been accepted as a corporate sponsor of Institute of Fundraising, the professional membership body for UK fundraising.

The logo for the Institute of Fundraising Corporate Supporter 2017. It features a red circular graphic element on the left side, partially overlapping the text. The text is arranged in four lines: "Institute of", "Fundraising", "CORPORATE", and "SUPPORTER 2017".

Institute of  
Fundraising  
CORPORATE  
SUPPORTER 2017

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

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# Contact us

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