



DonorSnap

Donor Management Made Easy

We couldn't find affordable, easy, scalable donor software, so we built our own.

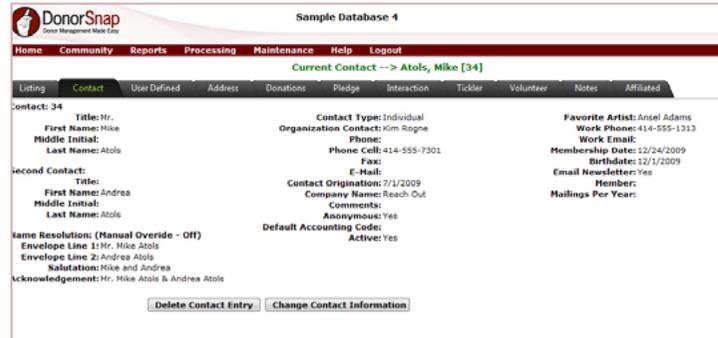


Donor Management the Way It Should Be

DonorSnap is a comprehensive donor, fundraising, membership, and volunteer management software system. It was developed specifically for a nonprofit organization that had grown irritated with the pricing policies and unexplainable complexity of existing systems. They needed much more than simple spreadsheets could offer. Originally, the heart of DonorSnap was to provide simple and affordable software for all nonprofit organizations – organizations of all size. Today, DonorSnap has evolved into a powerful product suite that competes with the largest systems. It handles databases of all sizes, yet it maintains the core of a simple interface with affordable pricing. Included in the software are powerful integrations and query tools. Collect online donations, send mass emails, and run highly-detailed standard and custom reports. What's not included is hidden or layered pricing schemes. DonorSnap is upfront and pricing is all-inclusive regardless of the number of users on the system.

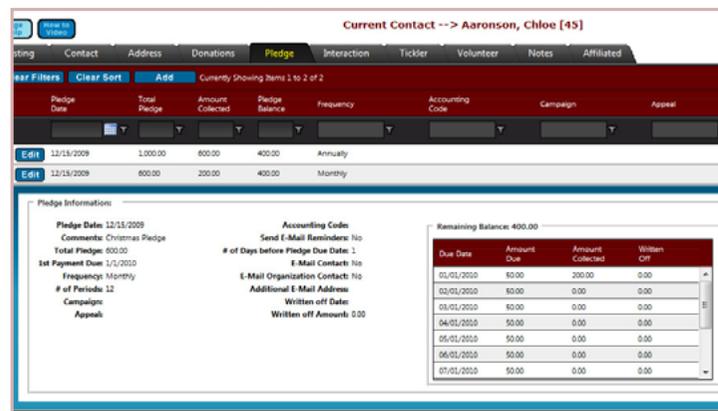
Product Overview

Quick and Easy



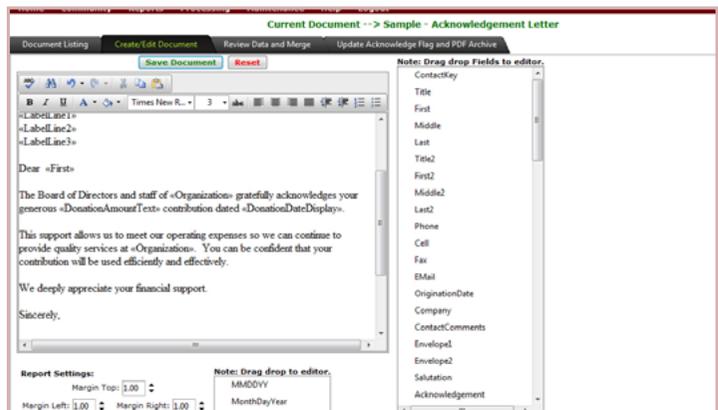
Use the Contact tab to view all of the entered contact information and personalized user-defined fields.

Track Efficiently



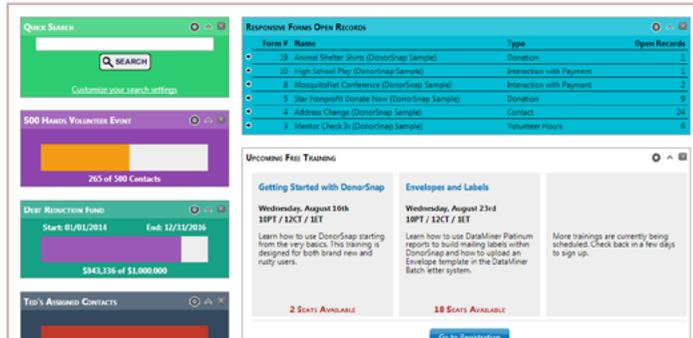
The Pledge tab displays all of the pledge information for a contact so that you can see at a glance if their pledge is overdue or up to date.

Acknowledge Everyone



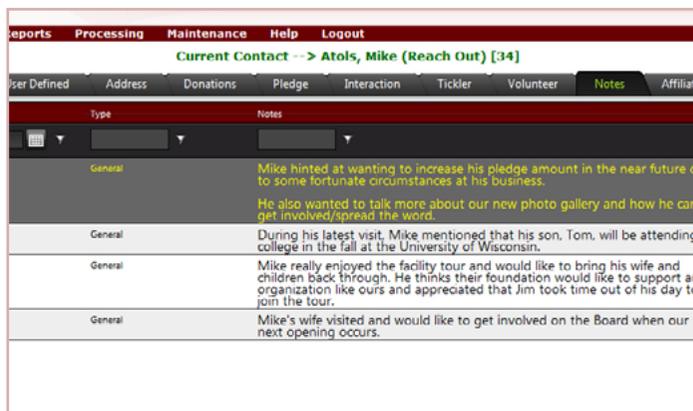
You can choose to use our Word and Excel integration or mail merge your letters directly within DonorSnap. Print or email within DonorSnap. You will never miss another acknowledgement or thank you letter again.

Manage Everything



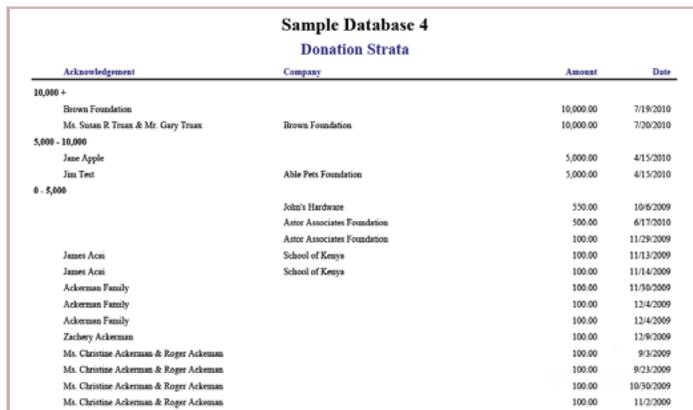
In your customizable Dashboard, see an overview of your action items, reports at a glance, pending acknowledgement emails, goal progress, and much more.

Show that You Care



Keep interactions personal by using the Notes section for each contact. In the Notes tab you can quickly see every note you listed about the contact for an easy reminder.

Analyze Anything



Using our built in query and reporting tools, you can pull cookie cutter reports or craft your own. Learn who to focus your time on, and never let your supporters slip through the cracks again!



Product Details

- Complete contact management includes:
 - Comprehensive contact profile information
 - Two household name resolution
 - Classify and analyze contact types
 - Major donor monitoring tools
 - Unlimited addresses
 - Quick membership status management
 - Donation management
 - Campaign and appeal classification
 - Soft credits and in kind donations
 - Multi-fund analysis and recording
 - Recording, tracking and analysis
 - Email and printed acknowledgement letters
 - Multiple acknowledgement letter processing
 - Pledge tracking
 - Tickler calendar reminders
 - Customized interaction/event tracking
 - Contact notes history
 - Volunteer activity
 - Affiliation/relationship tracking
 - Document Storage
- Ease of use
 - Main screen customization
 - Unlimited custom user-defined fields
 - Single-select drop down lists
 - Multi-select drop down lists
 - Text, date, and yes/no fields
 - Complete set of standard reports
 - Robust filtering options
 - Export most reports to Excel
 - Screen preview of all reports
 - Online help system
 - Screen-by-screen instructions
 - Help videos
 - Integrates with Microsoft Word and Excel
 - Compatible with Apple computers
- Hosted software application
 - Software hosted by third party, national hosting service with guaranteed 99.95% uptime service agreement
 - Access through the internet 24/7
 - No software or updates to install
 - Data security including site/password access controls, encryption and third party testing
 - Data backed up daily to offsite storage facility
- Unlimited users and user access rights
 - Administrator and internally assigned users
 - Screen level access controls by user including
 - Field level access controls by user
 - Limit access to specific groups of contacts
 - Allow read only or read/write access
- Advanced features
 - Integrated Online Donations
 - Integrated Responsive Forms tool
 - Mass Email Campaigns directly from DonorSnap
 - DataMiner Query Tool
 - Ability to select any data in your database either in detail or summarized
 - Export to Excel or review on screen
 - Advanced query tools to allow precise analysis
 - Saved query feature
 - Integrated with Constant Contact Email Marketing
 - Merge Contacts Tool for duplicate entry cleanup
 - Excel Import Tool
 - Import new contacts, donations, volunteer activity, or other data from Excel
 - Update contact master information for existing records, especially address change
 - Email notification system
 - Automatically alert selected individuals when key donors make contributions
 - Tickler due date notification via email
 - Link user defined fields to the main contact record

Champion Your Cause

Save time and energy using DonorSnap to manage your fundraising so that you can focus on the people or cause that you are serving. Your time is best spent on development activity, not wrestling with your data. Free up time that is now spent on simple tasks such as acknowledgement letters, donation tracking and mailing preparation. Reduce organization costs by using data base integrity tools such as duplicate records analysis reports. Improve efficiency by using mailing address scrubbing services and automated uploading of changes into DonorSnap.

Never Backup Again

One of the greatest benefits to hosted software is the automated management of your software and data. It's like having your own professional IT department. We do all the data backups, installations, and updates. You won't have to deal with any popups or irritating messages reminding you to take the time to update your software to the latest version or backup your data. Computer obsolescence, hardware crashes, or stolen laptops will never interfere with your database.

Automated Email Notifications

DonorSnap has made it easy for you to tighten up your fund development efforts, especially around your major donors. You can have the system create automated donation notification emails to keep key constituents informed. Never again should a board member have to wait for the next board meeting to find out that a key donor they have been cultivating has made a donation to your organization.

More than a Spreadsheet

Spreadsheets are often messy, inconsistent, and in multiple pieces. In DonorSnap information is stored and displayed in an organized manner. Without breaking a sweat, you can analyze information from a specific campaign or appeal. You never have to worry about which version of the spreadsheet you are working on. It can even be accessed by multiple people at the same time.

Unlimited Users

At no additional cost, you have the option for unlimited users with varying access controls through individual usernames and passwords. Give a volunteer access to names and addresses for data entry without worrying about the rest of your data. You can also adjust the security level by hiding fields/screens or assigning read-only access to specific areas. You can inactivate a user's account at any time and reactivate it again in the future.

Unlimited Personalized User-Defined Fields

No standard Contact Management system can capture and track all the information wanted by every nonprofit. Customize your database easily with fields that are specific to your organization. We make it easy and efficient to track any type of information. You can specify single-selection drop down menus such as membership level or multiple-selection drop down menus such as volunteer interests. Either way, you define what data can go in the field.

Increase Results

The goal is to increase results for your organization. Use DonorSnap tools to help you produce these results:

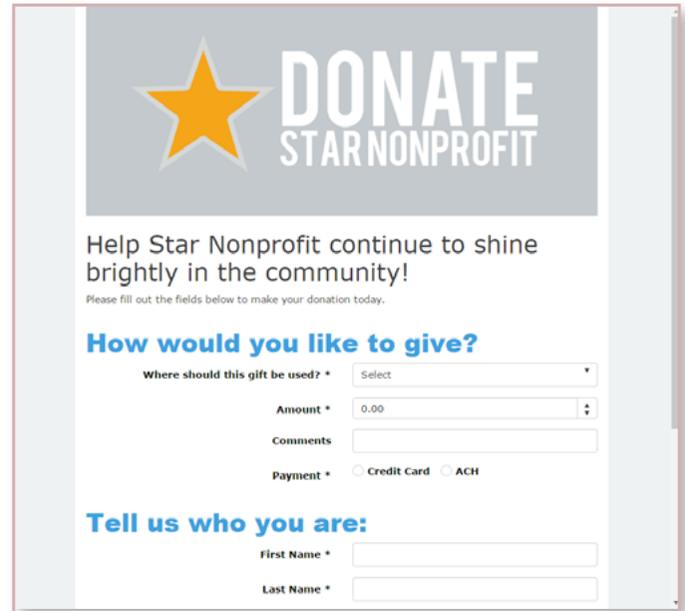
- Analyze your data to see who you should be focusing your development efforts on.
- Utilize the tickler system to help organize your follow up activities.
- Keep complete notes on contacts to focus communications and interactions on specific goals.
- Keep board members in the loop with easy communication, reports, and email notification of major gifts.
- Mine your data to see whose giving pattern is changing, and determine which contacts need a little extra attention.
- Target specific messages to specific groups within your contact base. Utilize DonorSnap to avoid using the "shotgun" approach to communication that can turn your message into another ignored appeal, newsletter or email.



Online Donations, Event Registrations, and Forms

The online form tool is an easy way to create simple forms for collecting online donations, event registrations, updated contact information, volunteer sign ups, or other data your organization may need to collect. Each organization can have an unlimited number of forms live at the same time. Forms offered by competitors are typically set up and maintained by the provider, which adds additional charges for setup and maintenance. All DonorSnap forms are created and maintained by the user and are therefore completely free.

DonorSnap has partnered with goEmerchant to provide integrated online donations and registration payments that accept credit/debit cards and ACH. Using the integration, you can set up a specific form for a donate now button on your website or some other specific fundraising campaign. With unlimited forms, you won't need to worry about building a one-size-fits-all donation form.



The screenshot shows a donation form for Star Nonprofit. At the top, there is a yellow star logo and the text "DONATE STAR NONPROFIT". Below this is the heading "Help Star Nonprofit continue to shine brightly in the community!" followed by the instruction "Please fill out the fields below to make your donation today." The form is divided into two main sections: "How would you like to give?" and "Tell us who you are?".

How would you like to give?

- Where should this gift be used? * (Dropdown menu)
- Amount * (Input field with 0.00)
- Comments (Text area)
- Payment * (Radio buttons for Credit Card and ACH)

Tell us who you are:

- First Name * (Input field)
- Last Name * (Input field)

When each form is created, a unique hyperlink is assigned to it. This link will always stay the same even if you make changes to your form. When you're ready, give the link to your website administrator to add to your website in a matter of seconds. Alternatively, include the link in an email to your supporters. Once a form has been filled out, it is sent to the "Sandbox". All form submissions will remain in the sandbox until you approve them. This safety check keeps your database clean and accurate.

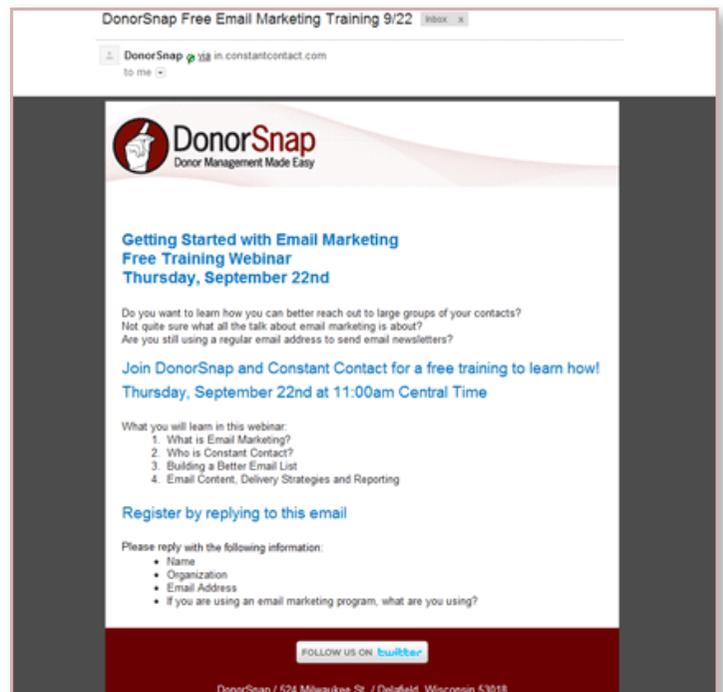
Here are a few examples of forms that you can create:

- Donate Now
- Event Registrations
- Volunteer Sign In
- Ticket Sales
- Change of Address
- Manage Email Subscriptions
- Mailing Preferences
- Volunteer Interests
- Membership Renewal
- Pledge-a-thons
- Tshirt Sales
- And Many More...

Mass Email Integration with Constant Contact

Start creating and sending professional looking mass emails to either your entire contact database or to very targeted segments of your database. DonorSnap's integration with Constant Contact simplifies the communication process between your organization and its supporters. Keep them in the loop by making mass communication almost instantaneous.

Take full advantage of every opportunity using the Constant Contact and online donation integrations together. When a need arises, alert your donors right away by creating a new donation form specifically for the need. Next, add that link into a Constant Contact email. In about twenty minutes or less, you have accomplished what would have normally taken days of processing followed by a few more days for delivery.



Excel Import

With our new Excel import feature, you can add new data to DonorSnap in a flash. The tool features step by step procedures to walk you through importing an Excel spreadsheet and tells DonorSnap where to store the data. Your import data appears in a grid identical to Excel with color coded cells to assist you in finding any data errors or duplications prior to importing. Utilize this system to mass import donations or member billings, upload automated sign-up information from your web site, or to clean up mailing addresses based on results from a third party data scrubbing service.

Standard Reporting

Use powerful reporting features to analyze your data and increase your donations. With the click of a mouse, choose from donations received, contribution statement, tickler items, pledge giving, pledge aging, comparative donations by donor or contact type, fund raising by campaign or appeal, donation strata, contact list, mailing list, label export, interaction detail, volunteer activity, notes, master list, duplicate, and affiliate listing reports. Most reports have customizable filters to refine the results of your report. If you desire to create a more powerful custom report, you can do so using our included DataMiner Platinum tool and export the information to Excel.

Organization Name
Comparative Donations by Contact Type

Contact Type	Period 1 - 01/01/2009 to 12/31/2009						Period 2 - 01/01/2010 to 07/20/2010					
	Amount	% of Grand Total	# of Donations	Average Donation	Minimum Donation	Maximum Donation	Amount	% of Grand Total	# of Donations	Average Donation	Minimum Donation	Maximum Donation
-- Not Assigned --	1,775.00	11.95 %	16	80.68	-100.00	500.00	15,350.00	48.10 %	6	697.73	0.00	10,000.00
Corporation	2,850.00	19.19 %	6	407.14	0.00	1,500.00	500.00	1.57 %	1	71.43	0.00	500.00
Executive	400.00	2.69 %	4	100.00	50.00	150.00	0.00	0.00 %	0	0.00	0.00	0.00
Foundation	2,000.00	13.46 %	1	2,000.00	2,000.00	2,000.00	0.00	0.00 %	0	0.00	0.00	0.00
Individual	5,843.33	39.34 %	38	152.80	0.00	1,000.00	11,060.00	34.66 %	6	251.36	0.00	10,000.00
Media	135.00	0.91 %										
Parent/Volunteer	100.00	0.67 %										
Past Board Member	1,750.00	11.78 %										
Public Foundation	0.00	0.00 %										

Report Filters: Selected By: Demo
Date Range: Period 1 - 01/01/2009 to 12/31/2009
Period 2 - 01/01/2010 to 07/20/2010
Donation Type: -- ALL --
Printed: 7/20/2010 11:23:04 AM

Organization Name
Fund Raising Detail by Campaign

Donation Date	Acknowledgement	Amount	% of Grand Total	# of Donations	Average Donation	Minimum Donation	Maximum Donation
Campaigns: -- Not Assigned --							
1/26/2010	Ackerman Family	100.00					
2/23/2010	Mr. Mike Atols & Andrea Atols	10.00					(Company: Reach Out)
2/23/2010	Mr. Mike Atols & Andrea Atols	100.00					(Company: Reach Out)
4/15/2010	Jane Apple	5,000.00					
6/6/2010	Xuân Huong Trn	100.00					
6/7/2010	Ackerman Family	100.00					
6/17/2010							
7/7/2010	Xuân Huong Trn						
7/20/2010	Ms. Susan R. Truax & Mr. Gary Truax						
7/20/2010	Ms. Susan R. Truax & Mr. Gary Truax						
Campaign -- Not Assigned							
Campaigns: 2012 Building Addition							
4/15/2010	Jim Test						
7/14/2010	Mr. & Mrs. Richard Leonis						
7/19/2010	Brown Foundation						
Campaign 2012 Building							
Campaigns: Fall Dinner Auction							
7/20/2010	Mr. John George						
Campaign Fall Dinner							
Report Filters: Selected By: Demo Date Range: 01/01/2010 to 07/20/2010 Campaigns: -- ALL -- Printed: 7/20/2010 11:26:33 AM							

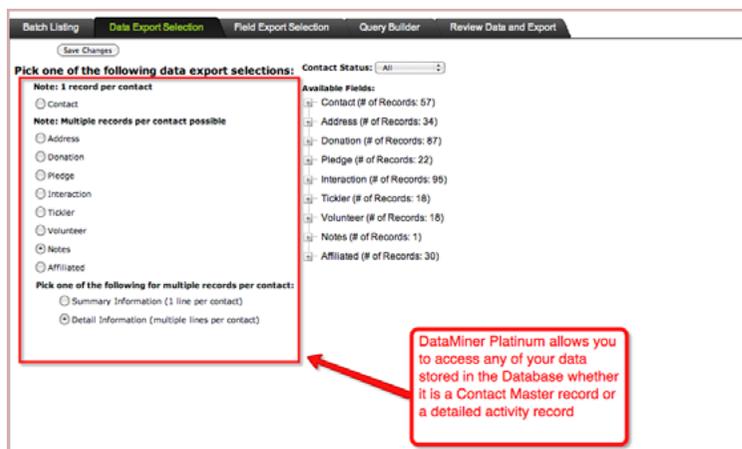
Organization Name
Donations Received

Date	Contact Name	Company	Amount	Ackldg	Period
1/26/2010	Ackerman	Chloe	100.00	No	1/26/2010
2/23/2010	Atols	Mike	100.00	No	2/23/2010
2/23/2010	Atols	Mike	10.00	No	2/23/2010
4/15/2010	Test	Jim	5,000.00	Yes	
4/15/2010	Apple	Jane	5,000.00	Yes	
6/6/2010	Trn	Xuân Huong	100.00	No	
6/7/2010	Ackerman	Chloe	100.00	No	
6/17/2010		Astor Associates Foundation	500.00	Yes	
7/7/2010	Trn	Xuân Huong	50.00	No	
7/14/2010	Leonis	Richard	50.00	Yes	
7/19/2010		Brown Foundation	10,000.00	No	
7/20/2010	Truax	Susan	500.00	No	
7/20/2010	Truax	Susan	10,000.00	No	
7/20/2010	George	John	400.00	No	7/31/2010
Report Total:			31,910.00		
Report Filters: Selected By: Demo Date Range: 01/01/2010 to 07/20/2010 Donation Type: -- ALL -- Organizational Contact: -- ALL -- Accounting Code: -- ALL -- Contact List: -- ALL -- Contact Type: -- ALL -- Campaign Code: -- ALL -- Appeal Code: -- ALL -- Sort By: Date Received Printed: 7/20/2010 11:10:34 AM					

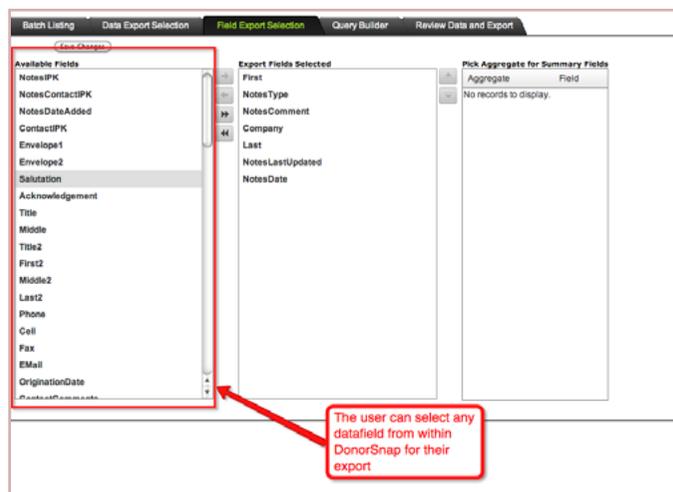
DataMiner Platinum Advanced Reporting

Fundraising management software has never had query tools as powerful as DataMiner Platinum at the affordable price of DonorSnap software. You can now export any data field without limitation from your database in a customized manner for data analysis. Most software packages use basic filters to export your information, but with filters come restrictions on what can be exported. The power of DataMiner Platinum lies in the ability to perform true queries with complex logic for the most advanced users. It is also easy enough for inexperienced computer users to follow along. Standard templates are included to get you started on performing useful queries. Perform data analysis that was previously only possible for users with the largest budgets.

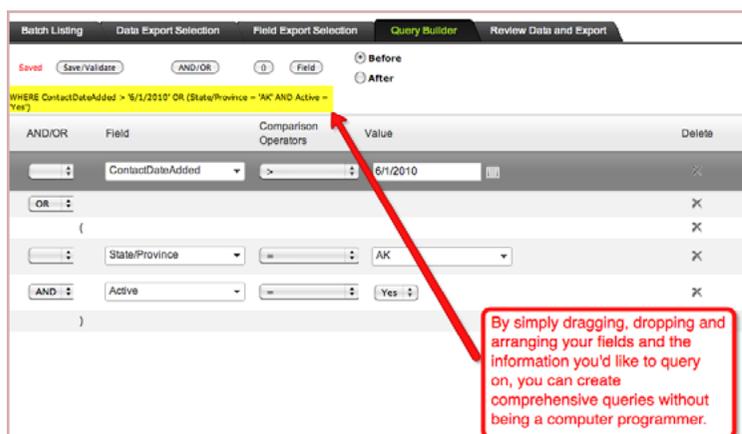
- Create an invitation list of key individuals based on past donation amounts or giving during specific campaigns.
- Discover which donors have made significant changes to their giving in either direction.
- Create a special donor recognition report based upon timing and donation amounts.
- List tickler items that will be due within the next 30 days and sort it according to the person responsible for completing the task.
- Analyze this month's volunteer activity in depth.
- Create a report that shows which members should be billed for membership renewal.
- List recent notes or interactions that have been added to the database to see an overview of your contact history.



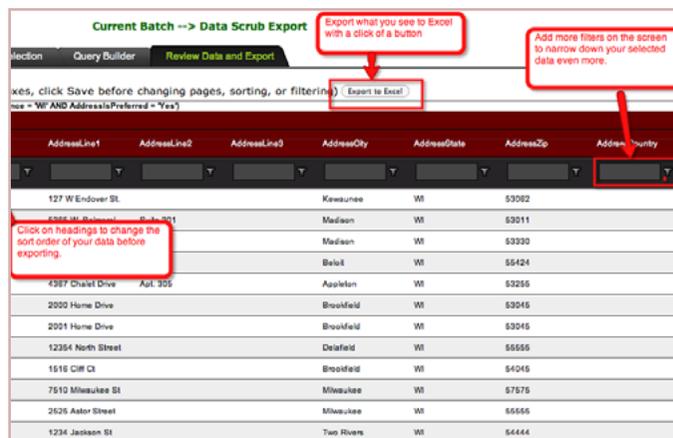
1. Choose your data table



2. Select your data fields



3. Build your query



4. Preview your selection and add final sorting or filters



Pricing

Choose Month-to-Month or Annual Contract
 Unlimited Users
 One Straightforward Price
 No Hidden Fees

30 Day Risk Free Money Back Guarantee.

If after thirty days of use you are unsatisfied, we will refund your money in full. You may download your data at any time utilizing the DataMiner export tool.

Pricing Structure:

# Contacts	Monthly	Annual (Discounted)
0 - 1,000	\$39 (\$468/yr)	\$450
1,001 - 2,500	\$59 (\$708/yr)	\$670
2,501 - 5,000	\$79 (\$948/yr)	\$900
5,001 - 10,000	\$99 (\$1,188/yr)	\$1,125
10,001 - 30,000	\$199 (\$2,388/yr)	\$2,270
30,001 - 60,000	\$399 (\$4,788/yr)	\$4,500

Payment Methods:

1. Credit Card
2. ACH (Automatic Monthly Withdrawal from Checking)
3. Invoice - We only invoice for customers that want to pay annually in advance.

*One time site setup fee of \$200 includes 4 hours of data conversion time and training for your organization.

Customer Support

DonorSnap values its customers and places the highest priority on creating software that is easy to use. When support is needed, there are several routes one can take. The quickest and easiest is to review our extensive video library and help site which is accessible from within DonorSnap. In many locations, help videos are available right next to the feature in question.

When this is not enough or you feel your question is not covered, our email support team is standing by. Use the contact form on our help site, send an email to our support email address, or call and leave a message on our help line. All three of these methods immediately create an email that is distributed to several people within the organization. Our commitment is to respond to your request within 4 hours during normal working hours and within 12 hours on nights and weekends. If your request for help provides sufficient information, we can usually resolve it with our initial response. However, some questions may require further clarification and some may entail involving our programming staff to assist you with a unique issue. In any event we'll start the communication process within the stated time frame.

Data Policy

Simply put, your organization's data is your organization's data. DonorSnap's access to your data is strictly limited to troubleshooting and technical support. Your data will never be shared, reviewed, or mined by us or anyone else. If you should ever decide to leave DonorSnap, a complete copy of your data is available in Excel spreadsheet format and will be erased from our system. Your data is not commingled in databases with other organizations and is only legally accessible by whomever you provide a valid user account/password combination to.

DonorSnap does limit the data you can store to include only information that is legally your organization's, does not violate any US Copyright laws, and does not contain any specific individual financial account information such as credit cards numbers, checking account numbers, social security numbers, etc.. A complete copy of our policy is available on our website.

Start DonorSnap Risk Free for 30 Days...

To show you how beneficial DonorSnap will be to your organization, start risk free for 30 days. We are always listening to and implementing suggestions for improvement as our customers can testify. If you don't find that your needs are satisfied, let us know why.

Want a Product Demonstration?

If you still have questions or would like to see a live demonstration of our software, participate in a FREE webinar. You can register on our website or by calling our office.

Sign Up Now at www.DonorSnap.com

