

# Microsoft Dynamics 365 for Charities & Not-for-Profit



Microsoft Dynamics 365 is an ideal Customer Relationship Management (CRM) choice for Charities and Not-for-Profit organisations. Large or small, all Charities have the same aims; an adequate volunteer base, quality service for beneficiaries, increased donors, just to name a few. Due to the nature of the work, there is pressure on all spend and this can often mean organisations are reluctant to invest in IT, as it is often seen as a cost. However, technology should be seen as key to supporting your strategy, as well as being fundamental in driving it.

Our CRM software solution for the Third Sector provides a 360-degree view of who is supporting your organisation and your communication history, with each individual allowing you to leverage the information to on-board new volunteers and donors.

Our Charities & Not-for-Profit software is suitable for:



Charities



Not-for-Profit

3 common challenges Charities & Not-for-Profit organisations face:

**Tight budgets & expensive donor recruitment**

**Losing track of stakeholder information**

**Non-integrated systems**

Benefits of our Charities & Not-for-Profit CRM:

**Manage Finances Effectively**

Donor tracking allows you to manage finances effectively, improve financial forecasting and budget management

**Improved Donor Retainment**

Research has shown technology can increase customer retention by as much as 27%

**Retain Your Customers**

Keep a finger firmly on the pulse of your customer's satisfaction and interactions, with relationship assistant and insights

**Increased Efficiency**

Data is all under one platform meaning users will save time not having to switch between applications

**Improved Service**

Enquiries, questions and applications are managed more effectively resulting in an improved service

**Better Supported Volunteers**

Volunteers feel more valued as they're managed and supported more effectively