

StratusLIVE for Fundraisers

The most familiar, easy-to-use fundraising and donor management solution



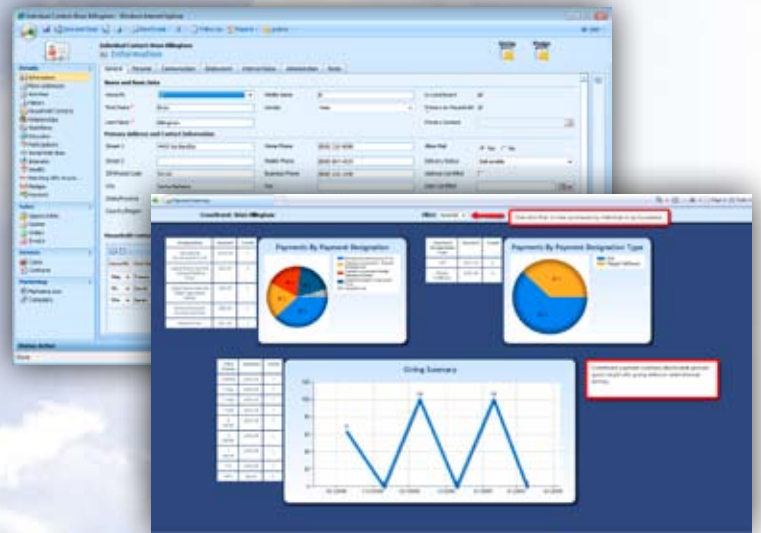
Software to support your mission,
not become your mission.



StratusLIVE for Fundraisers is a complete donor management and fundraising solution built on the Microsoft® Dynamics™ CRM 4.0 platform and delivered in the familiar and intuitive Microsoft Office/Outlook environment. It is a comprehensive solution that empowers nonprofit organizations to:

- Manage constituent profiles
- Track all interactions
- Record all transactions (pledges, donations, orders, events, grants, and more)
- Cultivate and develop major gifts prospects
- Create fundraising campaigns and appeals

Combine StratusLIVE's fundraising expertise and product knowledge with Microsoft tools and technology, and the result is the most familiar and capable fundraising solution in the marketplace. StratusLIVE for Fundraisers is the end-to-end solution that brings together the donor-facing activities of fundraising, marketing, and service.



StratusLIVE for Fundraisers is the only end-to-end solution for fundraising and donor management that runs in both Microsoft® Outlook and a Web browser, making it familiar, flexible, simple to access, and easy to use.

StratusLIVE for Fundraisers is built on Microsoft® technology adopted by hundreds of millions of users worldwide and backed by billions of dollars in research and development support. Organizations can leverage their existing technology investments while wisely ensuring that future stability and upgrades are available.

Product Features

Flexible Constituent Model	Supports individuals, households and organizations.
Constituent Profiles	Track demographics, psychographics, relationships and communication preferences.
Constituent Participation Model	Engage constituents as donors, volunteers, retail customers, event registrants, members, employees, alumni, board members, and more.
Recognition Levels	Recognize and reward constituent participation and moves management.
Social Networks	Capture constituent participation in social networking sites and integrate marketing opportunities.
Motivational Interests	Learn what cause concepts interest and engage constituents for effective segmentation.
Wealth Profiles	Apply integrated wealth screening and profile information to enhance major gift prospecting.
Major Gift Prospecting	Manage opportunities from inception with workflow and defined cultivation plans.
Interaction Activity Plans	Create/view future communication activities in Outlook (e-mail, tasks, appointments, letters, phone calls).
Interaction Activity History	View the history of communication activities for each constituent.
Comprehensive Transactions	Record pledges, gifts, matching gifts, non-cash gifts, grants, memberships, sponsorships, event registrations, and product orders.
Payment Processing	Receive, process and track payments via major payment methods.
Receipts and Acknowledgments	Send auto-generated standard or customized gift receipts and pledge acknowledgments
Campaign Management	Execute integrated marketing initiatives through multiple channels and track performance.
Event Management	Manage the planning, marketing and registration processes for events and conferences.
Service and Case Management	Track services, service requests, complaints, information requests, cases and related outcomes.
Accounting Integration	Integrate with accounting packages thru sub-ledger-like capabilities and transaction extracts.

Platform Features

Outlook Offline Synchronization	Take constituent data offline on laptops and synchronize updates upon reconnect.
Role-Based Security Model	Assign security roles to users and control access to both authorized data and functionality.
Data Migration and Import Utilities	Import data with an easy-to-use wizard. Validate results before committing to the database.
Point and Click Customization	Customize with point and click development tools to add new entities, attributes, relationships, forms and workflows.
Duplicate Detection Rules	Create flexible rules and formulas for detecting duplicate records via a wizard-based interface.
Flexible Workflow and Alerts	Deploy workflows and business processes with the workflow wizard and visual design environment.
Active Metadata Repository	Create, read, update, and delete metadata on the fly and create customizations programmatically.
Searchable Knowledgebase	Create searchable repositories of documents, forms, literature and content.
Flexible Query Tools	Filter and find information with the Advanced Find Query tool. Generate queries on any information in the database.
User and System Views	Use Advanced Find Query tool to create personal or system-wide views of filtered, constituent information.
SQL Reporting Services	Create reports with a wizard-based custom reporting interface or use the SQL Reporting Services.
Notification Services	Receive real-time updates and views of key indicator information via desktop RSS readers.
Software Development Kit and API	Utilize the well-documented application programming interface model and .NET framework to build extensions in various programming languages.
Web Services Architecture	Extend and integrate with other applications with the dynamic web service interface.
Multi-language and Multi-Currency	Support for global deployments in over 35 languages and 160+ currencies.
Online Resource Center	Web-based community for education, training, best practices, forums and relevant CRM information.

Purchase and Delivery Choices

On-Premise	Purchase the software for on-premise delivery on your servers.
Hosted	Pay for the software with a monthly subscription fee and deliver it on demand via the Internet.

About StratusLIVE

StratusLIVE knows nonprofits. We have 35 years of collective experience serving organizations dedicated to serving others. StratusLIVE products are built on Microsoft technology and designed to help nonprofits manage and grow donor relationships, increase fundraising results, and operate more efficiently.

Visit us on the Web at www.stratuslive.com. For additional information, contact Mike Trainor at 757.617.2491, send e-mail to info@stratuslive.com.