

Constituent Relationship & Campaign Management

StratusLIVE
for United Way

Full Featured Functionality Within Microsoft Outlook®,
Your Web Browser, or Mobile Device

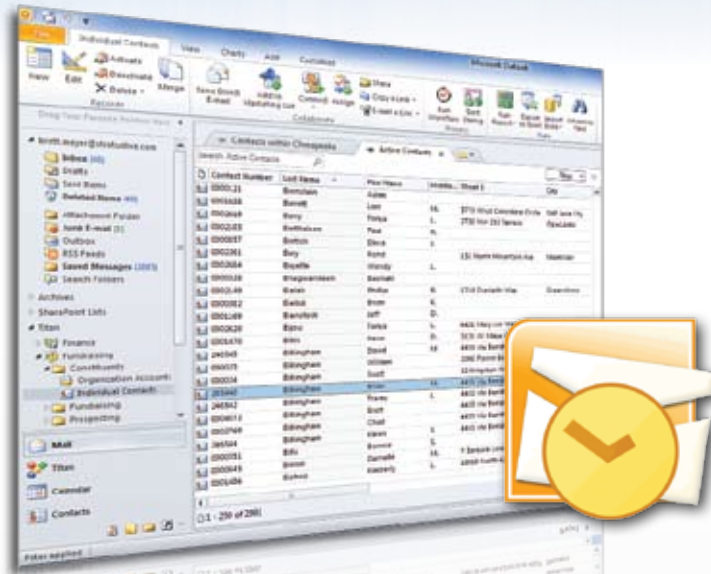
"No other product on the market today can match the functionality of this system."

Bill Reid
United Way
South Hampton Roads
Virginia

Nearly half of **all donors** say they could have given more to your cause last year.* **Do you know who those donors are?**

StratusLIVE for United Way will help your organization identify and nurture relationships with that hidden 49% of constituents willing to give more. It's what StratusLIVE was designed to do.

* 2010 Cygnus Applied Research, Philanthropic Giving Report



Move from Transactions to Relationships

United Ways recognize workplace giving is on a historical decline. Offset this shortfall and diversify your revenue base by identifying key constituents and actively nurturing those relationships over time.

Save Time & Money, Increase Productivity

With StratusLIVE®, you no longer need to spend the time and money maintaining and integrating to different systems – one for campaign management, and another for constituent relationships. Now, one fully integrated system can do both, and more! Easily.

Powered by Microsoft Dynamics® CRM 2011

StratusLIVE is not just an application – it's a technology platform. With over 33,000 organizations and 2.25 million users worldwide, Microsoft Dynamics CRM is the clear choice for a powerful, flexible constituent relationship management platform designed for today's challenges, as well as the future.

Use Your Existing Technology Investment

Leverage the software your staff already uses every day:

- Familiar means productive
- Reduce staff training time
- Increase effectiveness of efforts
- Enjoy fast time to value from purchase

With StratusLIVE for United Way, you'll work smarter, easier, and faster.

Recent Customers

- South Hampton Roads, VA 
- Greater Cincinnati
- Central Indiana
- Southeastern Michigan
- Central & NE Connecticut
- Westchester & Putnam, NY
- Spartanburg, SC
- Western Connecticut
- Greenville County, SC
- Midlands, SC

Now Available on Mobile Devices



StratusLIVE® for United Way is immediately available as a full-featured mobile app for virtually all Apple®, Android®, and Windows Mobile® devices.

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Microsoft Dynamics® CRM 2011

StratusLIVE® for United Way – One Solution. One Platform. Fully Integrated. It is Possible...

StratusLIVE® for United Way: Product Information Brief



StratusLIVE Functional Modules

StratusLIVE provides complete 360-degree relationship visibility and recording, as well as creation, execution, and tracking of critical, multichannel marketing communications. Core modules for managing campaigns, finances, and distributions and allocations are designed for United Way business processes and can be customized to meet your specific needs and requirements.

- Constituent Management
- Relationship Management
- Marketing
- Service
- Finance
- Distribution
- Fundraising

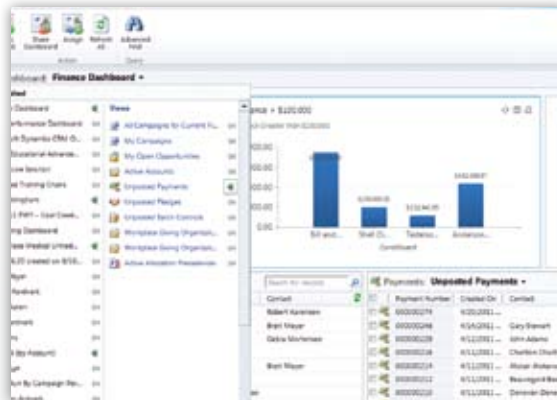
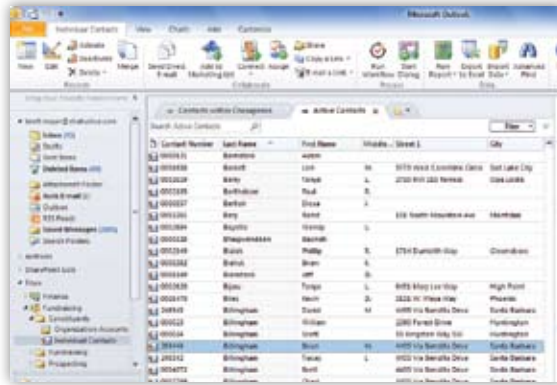
Through additional modules, StratusLIVE for United Way's core functionality can be enhanced to include more specialized capabilities.

- Grants Management
- Planned Giving
- Non Cash Gifts
- Constituent Engagement
 - Events
 - Committees
 - Volunteers
- WealthEngine™ integration

Throughout 2012, StratusLIVE will be releasing a series of Online Portals with native web-services integration to StratusLIVE for United Way.

This allows constituents to interact with the organization online and capture those interactions and transactions in the StratusLIVE database without any export/import processing. Comprehensive functionality will include:

- Online Giving
- Constituent self-service
- Online event registration
- Online volunteer registration



Selected Features

Constituent Orientation

- *Designed for Relationships:* StratusLIVE tracks interests, affinity groups, connections, transactions, and more, making deep understanding easy.
- *Fully Flexible:* Create records for individuals, households, or organizations. Track demographics, wealth, employment, education, activity history, and more — and manage dynamic connections between all of those.
- *Role-Aware:* Identify and engage each constituent in their role as donor, volunteer, event attendee or sponsor, member, employee, alumni, board member, customer, and more.
- *Social Network Reach:* Capture and integrate information from constituents' prominent social network involvement to drive loyalty and integrate marketing efforts.

Personalization-Friendly

- *User-Designed Views:* Every user likes to see information in a slightly different way. StratusLIVE makes it easy. Point and click or drag to tailor dashboards, customize tables, charts, and graphs, or filter by organization or individual constituent.
- *Organization or Department Views:* StratusLIVE provides customized module views, reports, menus, and more by membership in department, or organization-wide.
- *Ad hoc Customization is Easy:* Pin repeatedly used queries or records to your menus. Quickly access common constituents, organizations, or campaigns. Change daily, or as campaign needs dictate — the choice is yours.

Designed for Process and Workflow

- *Business Process-Oriented:* StratusLIVE for United Way is designed for your unique United Way workflows. From campaign set-up to final allocations, it's all there.
- *Built-In Automation:* Through workflow, StratusLIVE provides unmatched automation. Generate reminders, thank-you letters, tax receipts, internal notifications, and more, all automatically.
- *Workflow Driven Interface:* StratusLIVE works the way you work because every module has been designed with your needs in mind. Our deep nonprofit understanding guides development of custom workflows. Modifications and customizations are easy with workflow wizards and a user-friendly design environment.

See real United Way customer videos at www.StratusLIVE.com