

A next generation fundraising solution to improve your bottom line

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#Tech1Showcase

technologyone

SHOWCASE 2017

INSIGHTS
INSPIRATION
INNOVATION

 **technologyone**
Transforming business, making life simple

Grow revenue

Understand your supporters!

- Ask the right person
- for the right amount
- at the right time



OneCommunity

Strategic Enablers

Enterprise
Budgeting

Integrated
Reporting

Business
Intelligence

Performance
Management

Enterprise Content
Management

Enterprise Cash
Receiving

Human Resource & Payroll

Payroll

Training &
Development

Leave

Safety

Timesheets

Recruitment

Self Service

Organisation
Management

Financials and Supply Chain

Fixed Assets

General Ledger

Reconciliation

Procurement

Accounts
Receivable

Inventory
Management

Accounts Payable

Purchase Cards

Project & Asset Management

Maintenance
Scheduling

Project
Management

Work Orders

Customer and
Work Requests

Conditions &
Inspections

Asset Booking

Project and Work
Billing

Contract
Management

Operational

Grant Acquisition

Stakeholder
Management

Tenancy
Management

Fundraising

Incidents &
Complaints

Facilities
Management

Fleet
Management

NDIS Financial
Management

Technical Foundation and Services

Workflow

Mobile Asset
Management

External Systems
Interface

Extract Transform
Load

Segmentation	Donations	Regular Giving
Appeals	Contacts & Relationships	Bequests
Major Donors	Receipting	Data Integrity
Donor Preferences	Financials Integration	

TechnologyOne Fundraising



Supporter profile

Having the knowledge of all your key supporter indicators at your fingertips

- ✓ First donation
- ✓ Most recent donation, which appeal was it?
- ✓ Largest donation
- ✓ Recency, frequency and value
- ✓ Segment
 - Bequester, regular giver, major cash, raffles, events, etc



Appeal segmentation – who to target?

Special Showcase Appeal

	F1 (=1)	R1 (< 3m)	R2 (4-6m)	R3 (7-9m)	R4 (10-12m)	R5 (13-18m)	R6 (19-24m)	R7 (2+ years)
V1 (> 1000)							Red	Yellow
V2 (500-1000)							Red	Yellow
V3 (250-500)	Red	Red	Red	Red	Red	Red	Red	Yellow
V4 (100-250)	Red	Red	Red	Red	Red	Red	Red	Yellow
V5 (50-100)	Green	Green	Green	Green	Green	Green	Yellow	Yellow
V6 (20-50)	Green	Green	Green	Green	Green	Green	Yellow	Yellow
V7 (< 20)	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow

	F2 (> 1)	R1 (< 3m)	R2 (4-6m)	R3 (7-9m)	R4 (10-12m)	R5 (13-18m)	R6 (19-24m)	R7 (2+ years)
V1 (> 1000)								
V2 (500-1000)								
V3 (250-500)							Red	Red
V4 (100-250)	Red	Red	Red	Red	Red	Red	Red	Red
V5 (50-100)	Red	Red	Red	Red	Red	Red	Red	Yellow
V6 (20-50)	Green	Green	Green	Green	Green	Green	Green	Yellow
V7 (< 20)	Green	Green	Green	Green	Green	Green	Green	Yellow

Software demonstration



Understand Supporters

Maximise Appeal Success

Save Time

Out of the Box Financials Integration

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- 1% Profit
- 1% Time
- 1% Product

Pledge 1%



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