



thankQ fundraising

The Fundraising module provides a range of extended functionality that will help you get more than just donation processing from your thankQ database, including tools for:

- legacy management
- prospect tracking
- trust applications
- campaign and project management
- KPI reports

legacy management

The standard searching and selection tools within thankQ allow you to identify and produce targeted communications to potential legators.

The legacy tools then guide you through a workflow to manage the enquiry and eventual registration of the legacy, including its potential value, the specific elements that make it up and a selection of accompanying information, ranging from legal restrictions to family contact details.

prospect tracking

Prospect functionality allows the valuable donors of tomorrow to be carefully managed today. thankQ helps identify and categorise all prospects based on their potential value and interest areas and tracks them as you move them through the stages of donor development.

Communications specific to the prospecting process are logged and managed separately.

trust applications

If your organisation applies for funding from Trusts then you will understand the importance of keeping accurate records about the trust that will ensure your successful application.

Importantly, Trust records are held in the main database, so while only users with appropriate permission see the entire trust information, the full CRM picture is maintained for the whole organisation.

Trust criteria for giving, decision dates (and reminders!), and trustees and their interest areas can all be held. Once

successful, the payment schedule and key reporting dates can also be entered ensuring the smooth receipt of the promised funding.

campaign project management

The Campaign Project management options allow a range of campaign tools held in different parts of thankQ to be brought into one place.

Campaign projects specifying source and destination codes, related mailings and budgets can be set up and come with a set of reports to measure ROI and campaign performance.

KPI reports

In addition to the combination of the powerful reporting tools and dashboard, a set of Key Performance Indicator reports have been developed in partnership with fundraising consultancy McConkey Johnston.

These reports provide snapshot information of key fundraising benchmarks (values, new donors, attrition, etc.) and drill down information comparing like for like over the previous 4 years.

Key Name		The Loughborough Trust	
Addresses	Key Relationships	Biographical	Profile
Trust	Trustees	Mailing Preferences	
Meeting Frequency	Quarterly	Next Meeting	16-Apr-2009
Max Grant Size	20k	Average Grant Size	<10k
Criteria for Giving			
Criteria	Sub-Criteria		
Education	IT		
Funding Deadlines			
Deadline	Description		
02-Apr-2009	2009 Applications		