All kinds of Not-For-Profits are saying "thankQ"

Let thankQ help your organisation achieve its goals

thankQ Solutions
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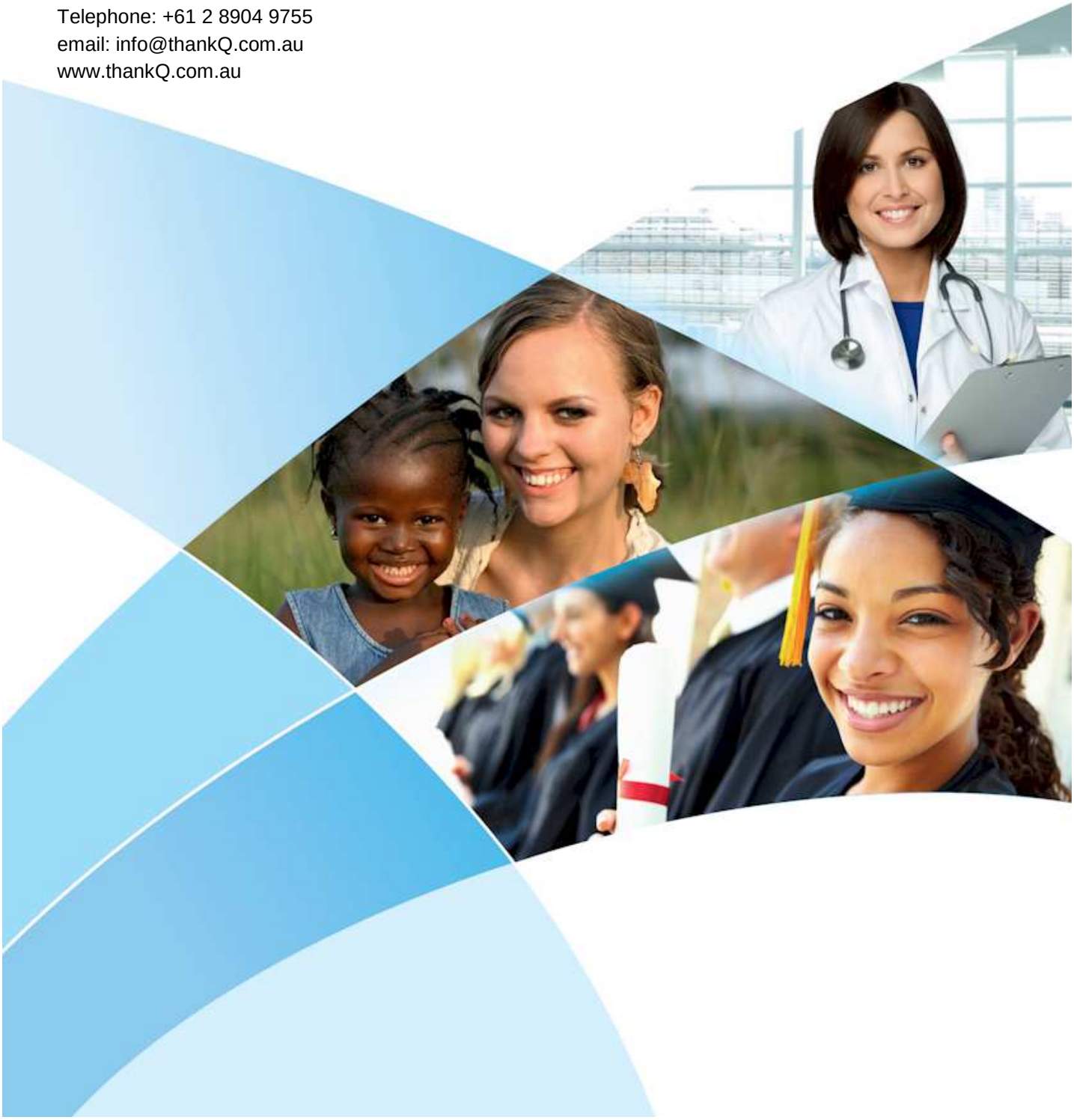


Why choose thankQ?

Achieved a 76% increase in subscriptions and a 300% increase in donations

"We know each supporter individually. We know what they donate; when they walk through our gate; what merchandise they buy and what attractions and events excite them. This means we know how to communicate with them and when to do it."

Jeff Lynne – Taronga Zoo Foundation

A significant increase in funds

"Using thankQ has enabled us to manage the numerous entities run by the Sisters which encompass projects nationally and internationally. I have personally used thankQ at four Not-For-Profit organisations, having achieved material cost savings and a significant increase in funds. The support provided by the team at thankQ is outstanding."

Jackie Kadar – Sisters of St Joseph

Grew our annual fund by 40%

"UWCSEA has ambitious targets and thankQ has helped grow our annual fund by 40% in only our second year. In addition, thankQ has helped us manage our major gift programme which will transform the impact the Foundation will have on the school."

Dave Shepherd – The UWCSEA Foundation Limited, Singapore

600% increase in appeal in 2 years

"In 2010, we sourced and rolled out a new thankQ database system, which allowed us to improve our segmentation, data reporting and our ask strategy.
At that time, our tax appeal made about $80,000 gross. As our strategy began to bear fruit last year the appeal raised $180,000 gross, and this year we're sitting above $500,000.
Apart from acquiring donors, we are cultivating them much more effectively and now have many thousands of active donors compared to barely 1,000 two years ago."

Jim Hungerford – The Shepherd Centre

thankQ® **Manages**

- prospects
- campaigns
- documents
- communication
- direct mailing
- mass email
- donations
- grants
- bequests
- CRM
- sponsorship
- volunteers
- membership
- barcoding
- relationships
- merchandise
- alumni
- regular giving
- raffles
- events
- finance
- integrated web
- integrated banking
- management dashboards
- social networking
- MS Office integration
- asset management
- reporting
- SMS
- invoicing
- CPD/E

thankQ

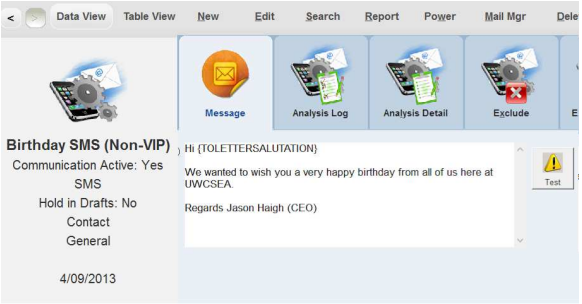
communication automation

Benefits:

- Improve your bottom line by 20% or more
- Increase stewardship of your supporters
- Interact in more ways with more information for your supporters
- Future proof the business through the formal capture of business rules and workflow
- Reduce staff effort in doing clerical activities

Features:

- Automation of your specific Business Rules
- Unlimited and fully flexible rules definition
- Automated sending of emails and SMS
- Automated printing of snail mail letters
- Personalised content based upon rules
- Scheduled sending
- Message testing and validation
- Tracking via Drafts, Outbox and Sent Items
- Full audit trail of who received what
- SMS responses logged
- Email opens, URL clicks & bounces logged

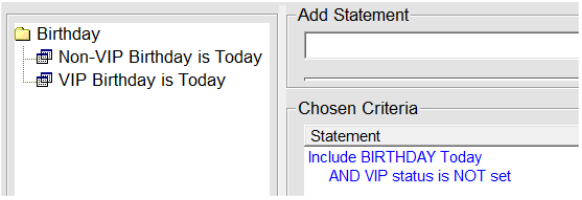


automation manager

The automation manager provides for the unlimited definition of business rules to drive the automated production of letters, emails and SMS. Emails and SMS may be automatically sent, whilst letters will be automatically printed ready to send.

business rules

The definition of business rules is not limited and can be based upon any item of information in the database. For example, financial, profiles, or behavioural data can be analysed and used. These business rules are easy for you to set up and operate in a manner similar to other business rules in thankQ.



definable content

The content of communications is not limited and can be defined to suit the business rule. For example, a rule that targets a donor's support of a specific project will feature content where the message is about the achievements of that project. In addition, the normal merge fields from thankQ's communication manager are available to allow the communication to be tailored exactly to each recipient.

Communication preferences ensure that the automated communication is correctly addressed as per the contact's specific requirements.

scheduled sending

The sending of communications can be scheduled so that messages arrive at a time appropriate for your recipients and the content enclosed in their communication.

exclusions

Each automation rule can specify the exclusion of other rules so that control can be exercised to ensure that contacts are not over-mailed or sent similar communications.

drafts, outbox and sent items

All communications are processed via a drafts, outbox and sent items folder within the communication automation manager. Communications can be held in drafts for testing and review, before being released to the outbox for automated processing.

tracking; replies, opens and clicks

As with other areas in thankQ; the opening of emails, the URLs clicked, the bounces and the unsubscribes of emails are tracked for subsequent processing. In addition, any replies to SMS messages will be recorded for review at a later date.

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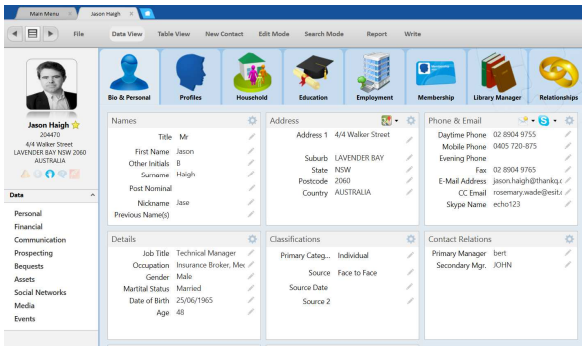
thankQ contacts and relationships

Features:

- Supporter and Contact Profiles
- Relationship Management
- Full Communication History
- Post Code Look Up Interfaces
- Links to Legacy, Pledges
- Mailing Preferences
- Unlimited, user-definable categories
- Display of photos, document management
- Single view of all information; e.g. prospecting, membership, events, volunteering, bequests, communications, social networking, and media



contact information

The entire contact profile is accessible from the same form, including for example, communication or donation histories. Different levels of access mean that different 'types' of contact can be made available to different users. Icons are used as quick visual indicators for specific attributes such as 'do not mail' indicators.

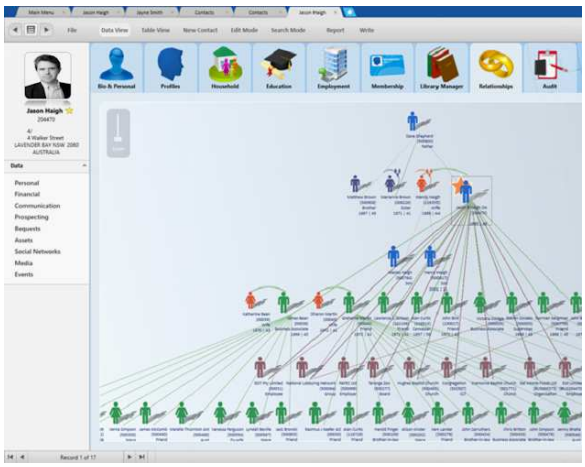
Contacts can be managed in groups as either a static list or based on a search, for example all those who fall within a given profile. Unlimited categories can be set up by the user to meet the changing needs of the database.

relationship management

thankQ uses a graphical interface with zoom to display the Relationship Tree (see image), a simple interface giving a quick overview of a contact. The hover function allows pop-up information on each contact to be displayed.

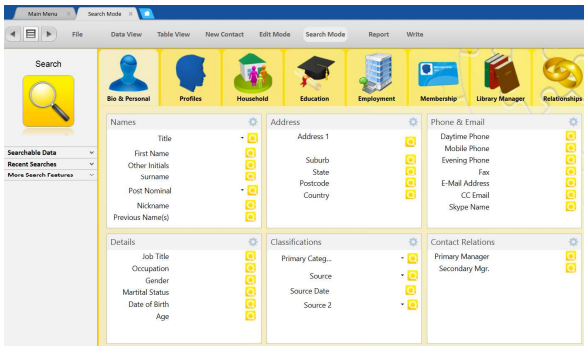
Additional data, information, people or organisations can be dragged onto the tree to build a detailed profile of the contact. Association of contacts and information allows the relationship you have with a supporter to be shared across your organisation.

Use the relationship analysis report to highlight all the important people to your organisation and their related contacts.



mailing preferences

thankQ allows separate Mailing Preferences to be configured so that different types of mailings can use different addresses or salutations. The software will determine the correct address, avoid duplication and never mails anybody who has been marked accordingly.



searching and reporting

thankQ allows the user to search across all fields and any combination of them, then save the search to be used again in the future. This means combinations of personal, financial or communication information can be searched at the same time.

thankQ's ease of use means that constructing or running a search takes no longer than a few seconds. The information can then be reported to a choice of familiar formats including Microsoft Word, Excel or Access.

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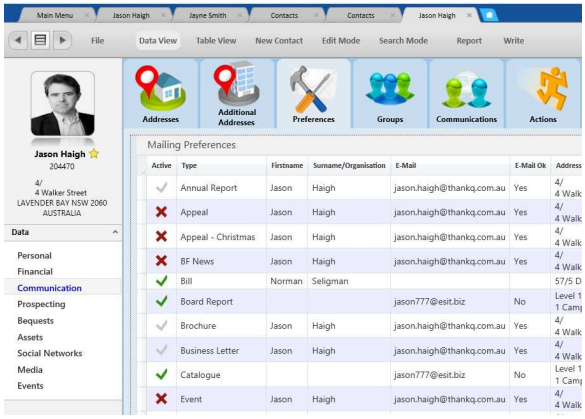
mailing and communications

Features:

- Application of Mailing Preferences
- Loading of Static lists and Dynamic Groups
- Personalised letters using 'Thank You Rules'
- Integration with 'mailsort' facilities
- Segmentation of Mailings
- Randomised Mailing
- E-mail campaigns
- SMS campaigns
- Snail mail campaigns
- Barcode processing



communication manager

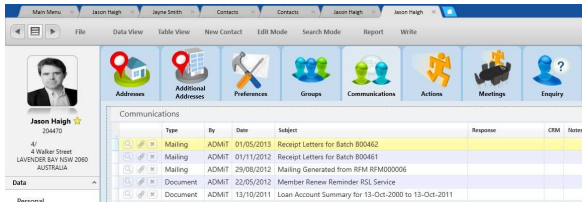
All mailings are processed using the 'Mail Manager' interface. This transforms your mailing into much more than a list of mailing labels from the database. The mailing is taken through a series of procedurally controlled steps (workflow), allowing the contacts to be loaded, de-duped, configured, sorted and merged in a controlled fashion.

Through this interface the user has the ability to carefully include or exclude specific groups or individual contacts. They can then mailsort the data or segment it before merging it to a choice of formats including Microsoft Word for mailing labels, a text file or database for a fulfilment house or straight to your e-mail application.

The use of the 'Thank You Rules' allow personalised letters to be built up based on the specific attributes of the contact and their donation.

mailsort

thankQ can be linked to mailsort files so you can produce your entire mailing in-house. The output is sorted appropriately and produced with summary reports.



mailing preferences

All contacts loaded into the Mail Manager will have their Mailing Preferences applied. This means that for a given type of mailing, such as a Newsletter, each contact will receive the communication at the appropriate address, with the right salutation and even in the right format including by e-mail or even telephone.

Where no preference is specified, the system will work out what the 'default' address is and notify the user where no address has been found.

segmentation

thankQ includes features allowing the segmentation of the mailing, including:

- any number of equally sized segments
- one in 'n' mailing
- randomised mailing
- one mailing per household

Against each segment a different response code can be stored allowing you to monitor the effectiveness of your mailings.

individual contact

In addition to large mailings, all individual contact with a supporter is recorded, including attachment of notes, electronic files and pictures and the logging of phone calls. Alongside actual mailings, this information is all displayed on the contact's personal record.

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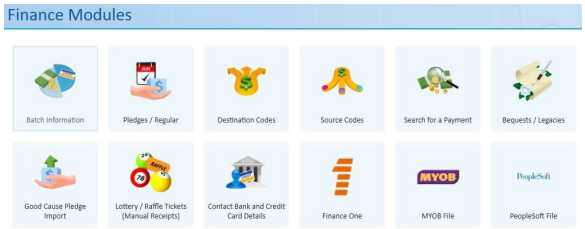
thankQ donations and pledges

Features:

- Processing and Receipting of Donations
- Fulfilment of Pledges and Committed Giving
- Donation and GST ledgers
- Income from Events
- Audit Trail
- Reporting



income processing

thankQ is perfectly designed to allow entry of income information in whichever way you wish to work. For rapid entry, a set of default information can be defined for a batch and applied as each payment is entered. As a contact is selected, the system automatically checks to see if they have a pledge and guides the user to pick the appropriate entry.

Regular payments such as Direct Debits and Standing Orders can be loaded and linked to the appropriate bank software. Microsoft Excel can also be used for input of donations, allowing offline or previous batches to be uploaded into the system.

All donations can be allocated against a destination code (the fund or project to which the money is assigned) and a source code (the campaign or event which prompted the donation).

Rapid input of large numbers of donations can be handled efficiently using thankQ's barcode module.

receipting

As donations or payments are entered the user can select to send a receipt. For regular payments or pledges where a periodic thank you letter is required, thankQ will check to see when that next letter is due. The receipts can then be created using each contact's mailing preferences.

Within thankQ pledges or committed giving can be set up and easily viewed against the contact profile, along with all bank and payment information. This allows 'due' payments to be loaded automatically and an appropriate EFTPOS file generated for claiming of direct debits or periodic payments.

Unfulfilled pledges are easily identified and escalation letters generated to remind the donor of their commitment.

Facilities enable the adjustment of the instalment plan to accommodate changes in value, suspension of and writing down of instalments.

multi currency

Any batch can be entered in a specific currency and either converted 'en masse' to the standard system currency or remain within the system in that currency. This also ensures that the system will not become outdated should our currency change.

donor statistics

As each batch is approved the donation statistics held against each contact are updated allowing searching and reporting on average amounts, recency, frequency and more.

analysis

A variety of standard reports are available alongside user-defined queries to summarise donation information by a wide range of ways, including by destination, type, source or by a selection of contacts.

pledges and committed giving

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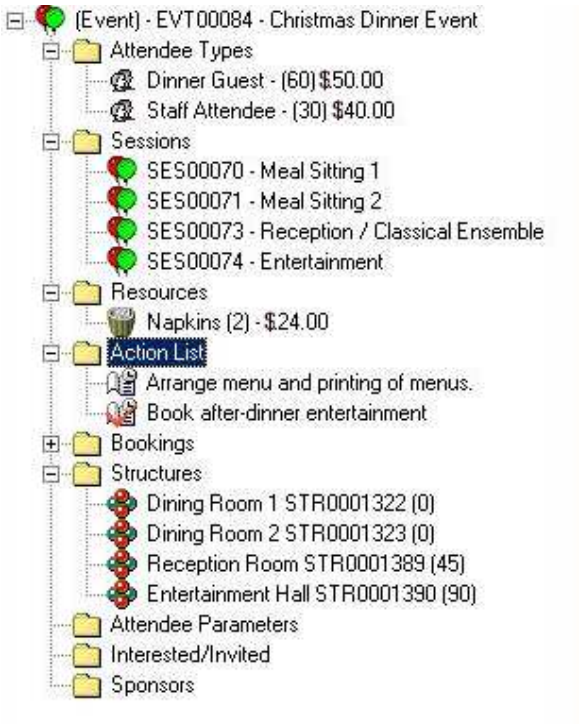
thankQ events

Features:

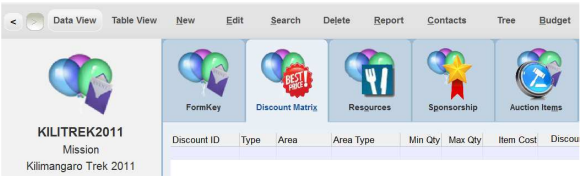
- Structure Event into hierarchy of Sessions
- Delegate Lists and Name Badges
- Track Costs and Resources
- Set Actions on Organisers
- Record Sponsorship
- Manage Income
- Track Bookings



event structure

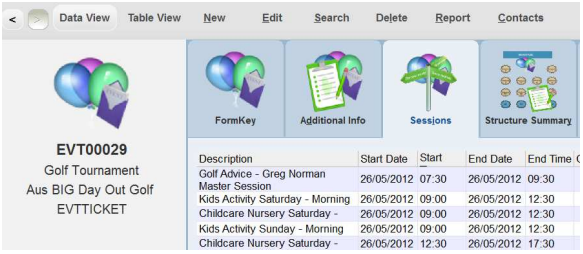
The Events module allows you to configure your event on the system so that it appears exactly as you want to see it. An event can be subdivided into a hierarchy of sessions, for example, representing each day or specific seminars. Against each session maximum and minimum quantities of attendees can be set.

Structures such as dining tables, seating plans or hotel room layouts can be defined and each attendee placed against the appropriate item, alongside any other resources or costs that are identified.



bookings and allocation

A simple interface allows bookings to be rapidly entered. As each booking is taken, the quantity of available places is automatically adjusted.
Specific details and any special requirements for the attendees can also be noted. Payment information is entered and any outstanding amount held in the database in the same way as a pledge, so as payment is received, it can be added in the same way as donations.



action manager

The Action Manager module, integrated with all the modules within thankQ, sits neatly into the Event Structure. As tasks associated with the organisation of an event are identified, they can be assigned to a user of the system, who will see a task list of their actions, be prompted with a deadline date and reminded when they become overdue.

The actions can also be viewed in the Event Relationship Tree so that the event administrator can easily track them.

reporting

In addition to the normal user-defined searching and reporting options available within thankQ specific options are included in the Events module to produce summaries including:

- Delegate Lists
- Name Badges
- Meal Requirements
- Overdue Payment Letters
- Confirmation Letters
- Tickets

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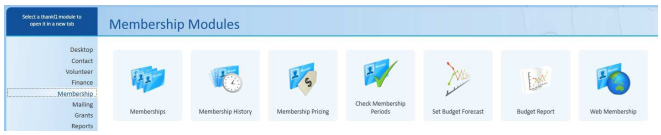
membership

Features:

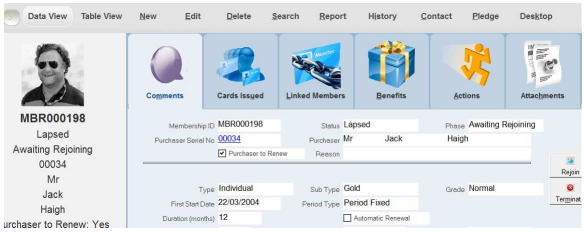
- Membership types and Multiple memberships
- Fixed, Rolling Period and pro rata Membership
- Multiple membership and reporting
- Member tracking and retention
- 'Soft' Membership and Gifts
- Receipting and Renewal letters



membership summary

The Membership module allows you to manage all of the processes and tasks involved in looking after and retaining your members, pursuing new members and maintaining a record of communications with that member – whether the member is an individual, a family, an organisation or categorised in another way.

thankQ's Membership module has been designed in close collaboration with its customers to allow your organisation to maintain and develop good relationships with your members.



membership status

Whether your organisation adopts a rolling or fixed period membership scheme, thankQ allows you to send out renewal letters/e-mails, simultaneously logging these documents in the system for future reference, building up a detailed picture of your relationship with this member. At any one moment, you will be able to find out whether a person in your database is a member or not. Detailed analysis can then be performed, taking into consideration any lapses or suspension of membership, how they became members, their relationships with your organisation and other members, etc.

thankQ also allows you to distinguish those members with multiple memberships and those whose membership was a gift. This information can also be recorded and reported, for example, to allow you to see how new memberships generally are being attracted.

Your system will also manage long-term memberships over a period of years - 2 years, 10 years, etc. thankQ allows you to manage this information and by integrating with thankQ's Action Manager, you can set up reminders for invitations to events, membership renewals and other communications in the future.

membership subscriptions

thankQ's flexibility and integration with the finance module allows you to offer members the option of paying for their memberships in a variety of ways – whether it be monthly, quarterly, yearly or in a one-off instalment as required by your organisation.

thankQ has been developed to deal easily with split transactions, so that the cheque you receive from a member for new memberships, to attend some events and to provide a further donation can easily be divided and processed into the correct channels.

action manager

The Action Manager module sits neatly into the Membership Module. As tasks associated with a member are identified, they can be assigned to a user of the system, who will see a task list of their actions, be prompted with a deadline date and reminded when they become overdue. The actions can also be viewed in the Member Relationship Tree so that the member administrator can easily track them.

reporting

In addition to the normal user-defined searching and reporting options available within thankQ specific options are included in the Membership module to produce summaries including:

- Membership up for renewal
- Lapsed members
- Membership classifications
- Membership sources
- New members (in last month, year, etc)

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thankQ

major gifts

Features:

- Identifying Potential Major Gift donors
- Canvasser Teams to secure donations
- Histories of Communication
- Tracking of Gift progress
- Gift Matrix progress
- Feasibility analysis

prospect / donor identification

thankQ's major gifts module allows you to define relevant information relating to your major gifts campaign. Financial targets and key documents may be associated with the campaign. By adjusting your targets or the prospect to donor success rate, the gift matrix will assist you in identifying the required prospect pool.

thankQ also allows you to search and report information to identify those individuals or organisations that should be assigned as prospects or committee members for your campaign.

donor qualification

Having identified your prospect pool, the next stage is to qualify these prospects. The thankQ system allows you to gather information, in any format, that can help you to understand more about a potential supporter. Word files, e-mails, notes, news stories etc can all be easily added to the record of a given individual, helping you to rapidly assemble a detailed profile of the contact.

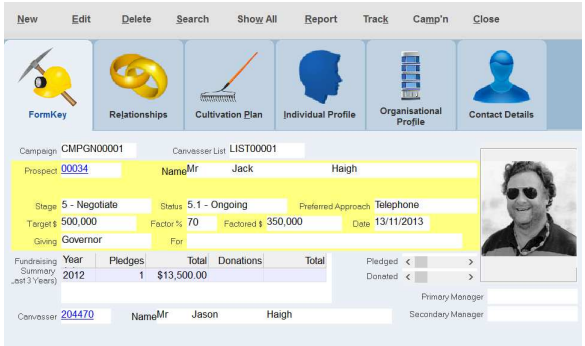
thankQ's relationship module facilitates a deeper understanding of any given person's relationships with other individuals, organisations and even documents – providing organisation-wide knowledge that is accessible to your relevant colleagues – information that will hopefully lead to securing a major donation.

donor cultivation

Your canvassing teams can be assembled and tracked with thankQ's functionality, allowing you to maintain control and stay up to date on the progress of your campaign.

Actions that need to be worked through can be tracked and scheduled in for future dates where necessary, meetings can be arranged and minutes of them logged, outcomes of requests and meetings can be seen and decisions made can be analysed, or information logged can be used as a basis upon which well-informed decisions can be made.

Allowing your staff to post new information onto a contact's record, at any point in time, you will be able to see the history of communication with that contact and any additional information discovered over the course of the engagement. This knowledge allows you to develop your prospecting strategy to ensure the success of your campaign at its conclusion.



stewardship

At the successful conclusion of your campaign, a detailed analysis can be performed to find areas for improvement and to identify the strengths that have enabled your organisation to raise the required amounts of resources.

The prospects and donors who are part of your major gifts campaign remain active within the thankQ system so that you are able to continue to manage them for long term development. Additional actions, notes and documentation may be added to these contacts in order to 'bring them forward' at a later date, or for a future campaign. The thankQ system allows you to record additional decisions relating to on-going effective stewardship of that supporter.

Detailed knowledge of the outcome of past campaigns and of the history associated with each supporter will provide you with a distinct advantage when the time comes to make another appeal.

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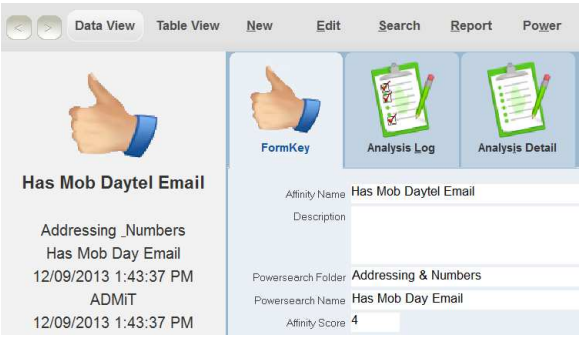
affinity involvement

Benefits:

- Identify involved contacts with a high affinity or involvement with your organisation
- Improve income through better targetting
- Increase the stewardship of your supporters
- Consider both transactional & non-transactional involvement of your supporters
- Self maintaining affinity / involvment tracking that requires no operator intervention
- Future proof the business through the formal capture of business rules and workflow

Features:

- Fully automated Affinity Business Rules that define the characteristics of an involved contact
- Unlimited definition for affinity / involvement scoring or rating
- Flexible rules for defining the criteria and score attributable to each involvement rating
- Analyse any area within thankQ; e.g. contact, relationship, profiles, addressing, volunteering, membership, grants, etc.
- Analyse any characteristic of your contacts; e.g. informed you of change of address, informed you of marital status, etc.
-



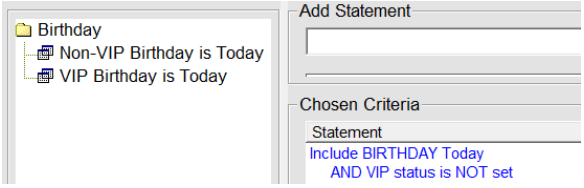
affinity rules manager

The affinity rules manager provides for the unlimited definition of business rules to drive the automated scoring or rating of a contact's characteristics. The analysed characteristic is not limited within thankQ and may relate to financial, non-financial and behavioural information.

affinity rules

The definition of business rules is not limited and can be based upon any item of information in the database. For example, financial, profiles, or behavioural data can be analysed and used.

These business rules are easy for you to set up and operate in a manner similar to other business rules in thankQ.



capacity / affinity matrix

See at a glance the spread of your contacts by their capacity to give versus their affinity for your organisation. Formulate and execute a communications strategy based upon this using thankQ's Letter, Email, and SMS modules.

segmentation

Affinity rules enables you to apply an additional level of refinement to your standard segmentation strategy. Within identified segments it is possible to have highlighted to you contacts with a greater affinity than the norm for that segment. In these cases, through an approach suited to this identified level of affinity, it is possible to obtain an increased return.

cultivation and stewardship

Affinity scoring provides an additional dimension to management of the supporter's journey. Through thankQ's prospecting module you are able to manage the individual steps of the journey; profiling, relationships, cultivation, and stewardship using the affinity tracking as part of the process.

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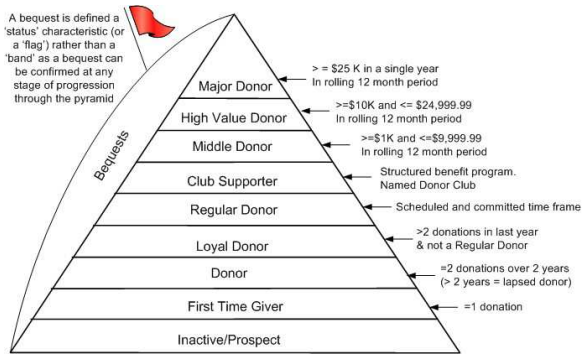
donor pyramid
moves management

Benefits:

- Build a donor pyramid to manage your supporters journey to their ultimate gift
- Use moves management to assist with progressing supporters through the core stages; Identification, Information, Interest, Involvement and Investment.
- Identify and review movement up and down the donor pyramid; reduce attrition by focussing on downward movement
- Self maintaining donor pyramid & moves tracking requiring no operator intervention
- Future proof the business through the formal capture of business rules and workflow

Features:

- Fully automated Donor Pyramid Business Rules that define the moves characteristics
- Unlimited definition of multiple donor pyramids to suit individuals, corporates and special interest groups
- Flexible rules for defining the criteria attributable to each donor layer
- Analyse any aspect of a supporters financial contribution
- Analyse other information within thankQ; e.g. contact, relationship, profiles, addressing, volunteering, membership, grants, etc.
- Report movement between layers



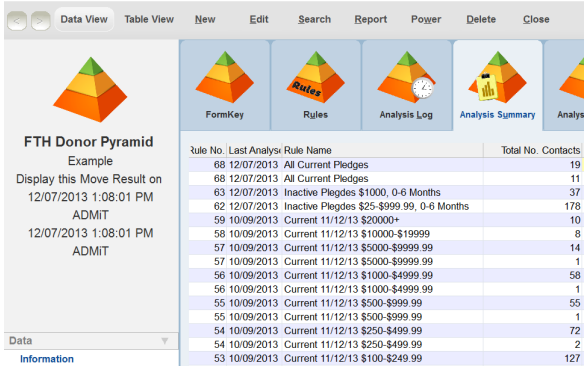
donor pyramid; moves management

The donor pyramid provides for the unlimited definition of business rules to drive the automated donor rating of a contact.

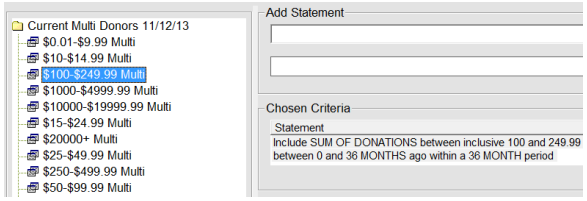
The analysed characteristic is not limited within thankQ and may relate to financial, non-financial and behavioural information.

donor pyramid rules

The definition of business rules is not limited and can be based upon any item of information in the database.

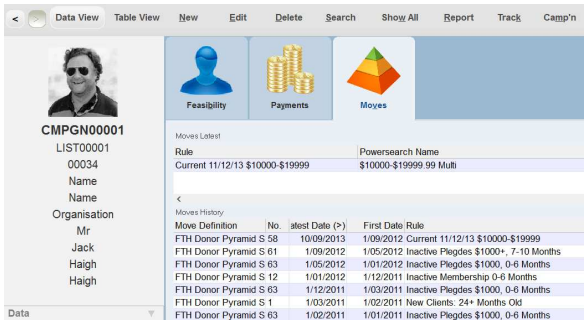


These business rules are easy for you to set up and operate in a manner similar to other business rules in thankQ.



movement tracking

See at a glance the spread of your contacts by their location in the donor pyramid. Formulate and execute a communications segmentation strategy based upon this using thankQ's Letter, Email, and SMS modules.



cultivation and stewardship

The donor pyramid or moves management provides an additional dimension to management of the supporter's journey. Through thankQ's prospecting module you are able to manage the individual steps of the journey; profiling, relationships, cultivation, and stewardship using the affinity tracking as part of the process.

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grants

Features:

- Applicant, Trust and Donor Profiles
- Full Communication History
- Grant Assessment
- Monitoring and Evaluation of Grants
- Grant Tracking; Pipeline management of value, award % and timing for cash flow analysis
- Reminders and Deadlines
- Unlimited, user-definable categories

The definition of 'managing grants' varies between organisations. However, the major distinction that exists is between those organisations who apply for grants themselves and those who distribute grants.

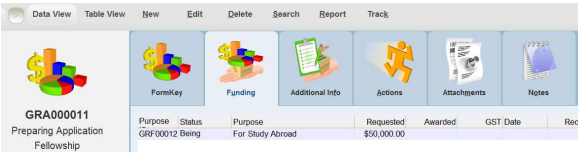
thankQ has been developed to manage both of these processes and can be rapidly configured to suit your organisation's needs.

applying for grants

thankQ provides the mechanism to track potential sources of grants throughout the organisation's decision making process. Functionality includes:

- Notification of grant application deadlines
- Eligibility criteria
- Deadline reminders
- Schedules of review meetings
- Storing information about grant-awarding bodies

thankQ holds records of the grant applications that your organisation has made in the past, as well as storing information on the aims of the awarding authority and the projects that they are inclined to contribute funds towards. Integration with the Contact Management module helps the building of relationships with particular organisations, providing the functionality to store useful information on specific, key contacts.



When a grant has been awarded (either by your organisation or to your organisation), thankQ also provides the functionality for:

- Monitoring payment or receipt of each tranche
- Managing different start-up and one-off instalments
- Producing regular progress reports
- Comprehensive administration of the grant process

The entire grant process is managed by thankQ's workflow process, which can be configured to match your own working procedures. This allows you to assess the progress of applications from the moment that they are received, through awaiting decisions, additional information and reviews, to the moment that the grant is awarded or completed.

distributing grants

Each organisation assesses the merits of each grant application differently, so thankQ should be configured to fit with your existing terminology and processes, to allow you to work most effectively.

thankQ aids your organisation in:

- Collecting information on grant applicants and potential beneficiaries
- Collating information to produce management reports on grant distribution
- Monitoring and Approving payments
- Integrating with your other IT systems, e.g. Finance
- 'Flagging' grants as confidential or otherwise sensitive

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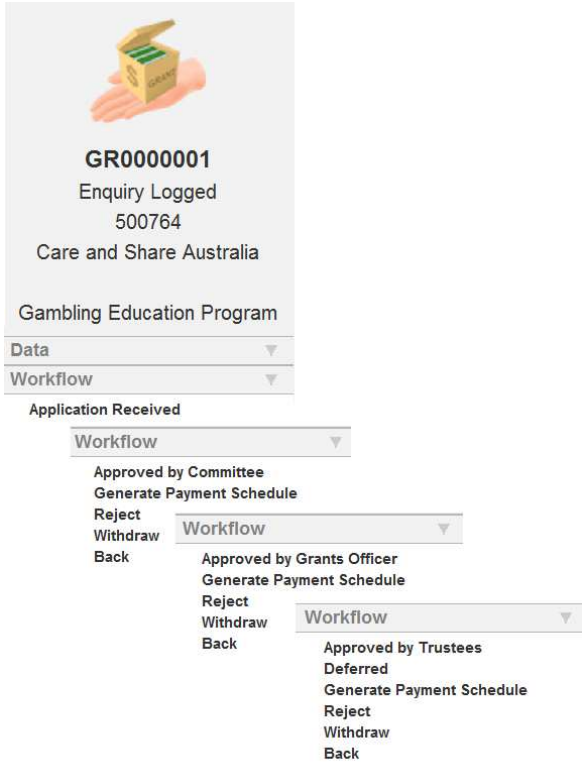
grant giving

Features:

- Manage the grant application process
- Full Communication History
- Grant Assessment
- Applicant Profiles
- Monitoring and Evaluation of Grants
- Grant Tracking
- Reminders and Deadlines
- Unlimited, user-definable categories

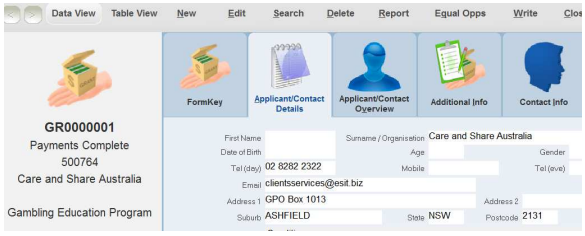
making grant processing easier



The definition of 'managing grants' varies between organisations. thankQ's Grants module is designed to help you manage the process of distributing grants.

assessing grant applications

Each organisation assesses the merits of applications for grant funding differently. thankQ can be configured to fit with your existing terminology and processes, to allow you to work most effectively.



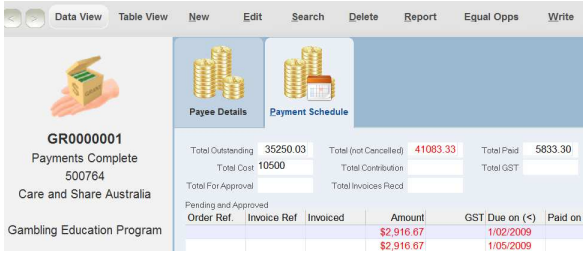
Workflow helps you keep a track of the status of all applications to your organisation for grant funding.

specific information

thankQ's Grants module helps you record all manner of information specific to your organisation, thus enabling you to fulfil your Equal Opportunities responsibilities. Information such as ethnicity, gender, age and employment can all be recorded.

paying grants

thankQ's Grants module enables you to record banking details and set up payment schedules for successful applicants for grant funding. The module also facilitates the process of approving and making payments, and can be integrated with your finance systems.



reporting

The Grants module allows you to collate information so that you can produce management reports on grant distribution, committee activity and spend on your various funding programmes.

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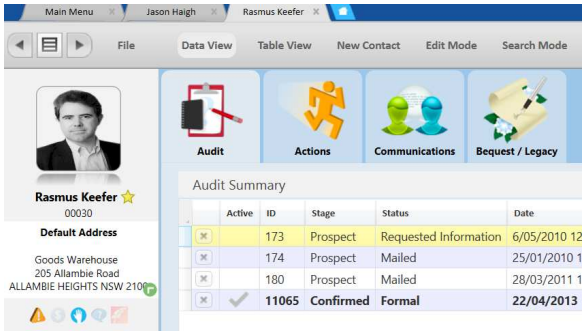
thankQ

bequests

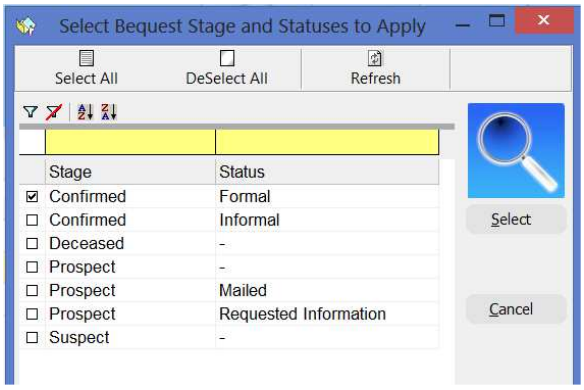
Facilitates:

- Your Bequest prospecting strategy
- Recording Bequest Information
- Managing of the Bequest after death
- Communications tracking
- Solicitor, Next of Kin, Copy of Will, Executor
- Tracking payments
- Document management



Bequest prospect strategy

Using thankQ's marketing tools such as Mailings (newsletters, campaign letters, direct mail, etc) , and website to capture information on enquiry, and registration of interest for making a bequest, along with the Event module to host seminars or Father's Day (give in memory seminars), and to target funeral homes and solicitors. All tools are part of your complete bequest prospect strategy. Financial targets and key documents may be associated with the bequest campaign.



Tracking and Information

Having identified your bequest prospects, you need to use thankQ's bequest tools to track over an extended period of time what stage of the process you are up to, and what are your next actions. Using thankQ's accurate record keeping allows you to capture why they are bequesting. For example, to be honoured, they enjoy being invited to special events, they'd like to be a part of the Bequest Club and treated as a VIP.

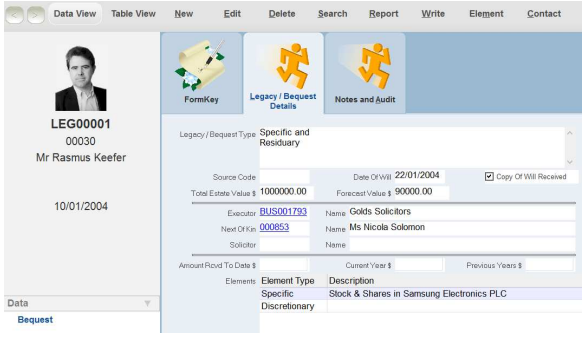
Collecting and preparing all this information will hopefully lead to securing a major bequest when the time comes..

Type	Date of Will	Notification Date	Total Estate Value	Forecast Value	Copy of Will
Residuary		14/12/2009	$1,000,000.00	$10,000.00	No

Workflow, communications & actions

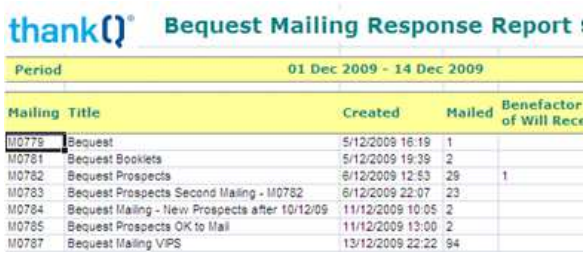
Communications with your prospects are all logged. Actions that need to be worked through can be tracked and scheduled in for future dates where necessary, meetings can be arranged and minutes of them logged, outcomes of requests and meetings can be seen and decisions made can be analysed, or information logged such as copies of Wills, names of the executor and next of kin

Your bequest managers can prepare and maintain complete stages of the entire bequest process, collecting sensitive information so that in the event of the death of your prospect, you are completely prepared with all information at hand – avoiding the need to disturb the family in their time of grief.



Detail and reporting

All bequest information is detailed by bequest prospect, ready for use. At the time of death, the database automatically handles Trust/Foundation contact, related contacts and deceased markers in the database once the contact has been marked as "Contact Has Died". Further, the in-built reports detailing bequest prospecting and potential nett worth to your organisation can be easily printed at any time.



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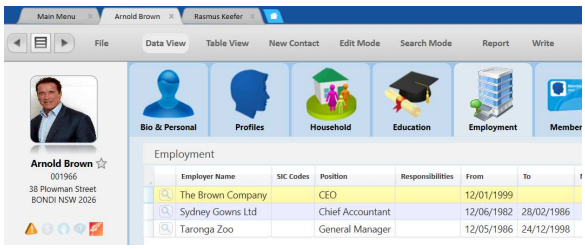
alumni

Purpose:

- To Help Grow Alumni Giving
- Record Alumni Details and Profiles
- Record Details for Associated Staff, Students, Government Bodies and Associated Organisations
- Campaign Management
- Integration with Finance, Mail, Bequest, Membership and Events Modules

managing your alumni

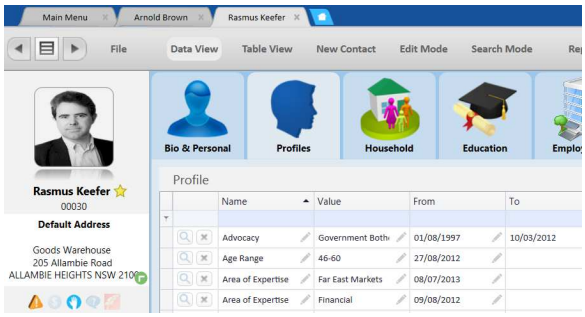
thankQ's Alumni module is designed to help you record and track each alumni's giving history – from regular donations, to one off pledges and legacies. This gives you the power to analyse your existing alumni and to set targets for organic growth as well as for targeting potential new alumni.



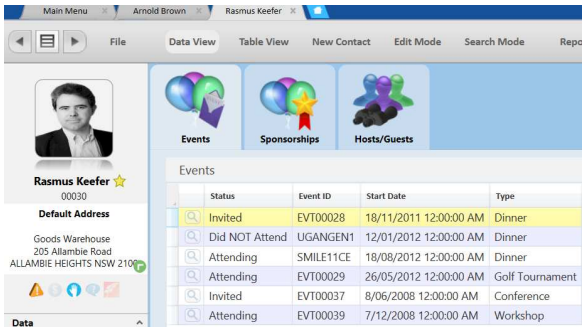
recording contact and profile details

The Alumni module is used hand in hand with thankQ's core Contact and Relationship Management module. In addition to the standard details that are recorded on the Contact form, the alumni module enables you to record information about each alumni's education history, including the courses studies and their student accommodation, and their subsequent employment history.

You can also record information such as their personal interests and hobbies and other information that can be useful when planning appeals and campaigns.



The information stored in thankQ enables your fundraising and alumni staff to really understand your supporters, allowing them to communicate confidently and effectively.



campaign management

thankQ's Alumni module provides a sound base from which to begin a new campaign. The full functionality of the Mail module is available for marketing and mailing campaigns, and with the Events module for reunions, regional events and other fundraising events.

finance

thankQ's powerful financial module provides you with all of the functionality required for processing donations, recording and profiling donation histories and setting up pledges.

legacies

A key component of any alumni fundraising strategy requires effective management of legacies. That is why thankQ's Alumni module is designed to enable you to configure and track alumni legacies using the Legacy module.

reporting and analysis

Being able to record all relevant details about alumni enables your organisation to paint an accurate picture of the people behind the facts. Understanding their interests, degree subjects, their background and their current employment helps you to effectively target specific groups of alumni for your different requirements.

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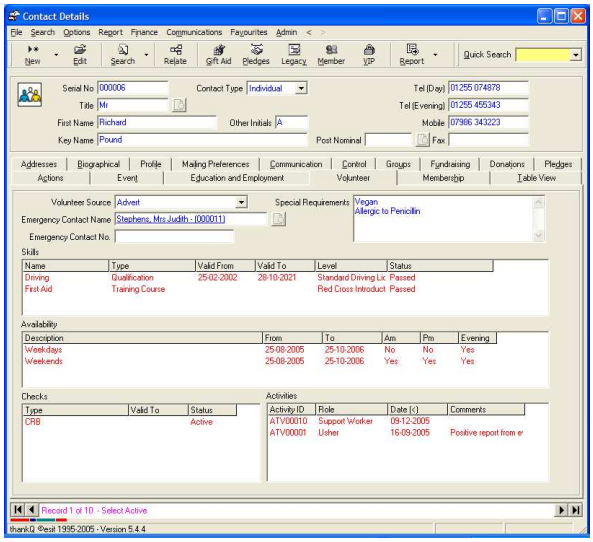
volunteers

Purpose:

- manage volunteer availability
- manage volunteer activity lists for events
- manage volunteer profiles
- track the progress of volunteer checks e.g. Criminal Records Bureau (CRB) checks using Workflow

volunteer co-ordination

thankQ's **Volunteer** module enables you to manage and update details of your volunteers - from their specific skills, (CRB) check status and qualifications to their availability.

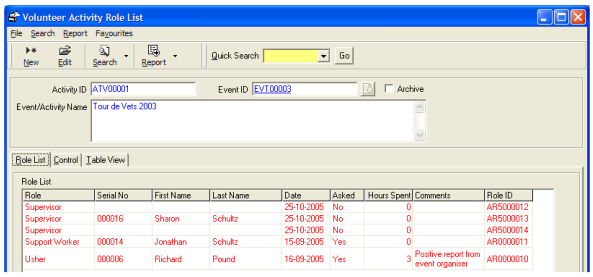


Volunteer tab on thankQ's Contact form

The module also enables you to manage the amount of time that volunteers spend and the activities undertaken to help your organisation. These details can then be reported out for analysis.

volunteer activity role list

The **Volunteer** module works hand in hand with the **Events** module so that you can set up a schedule of volunteer activities for each event. Volunteers can then be assigned to each role.

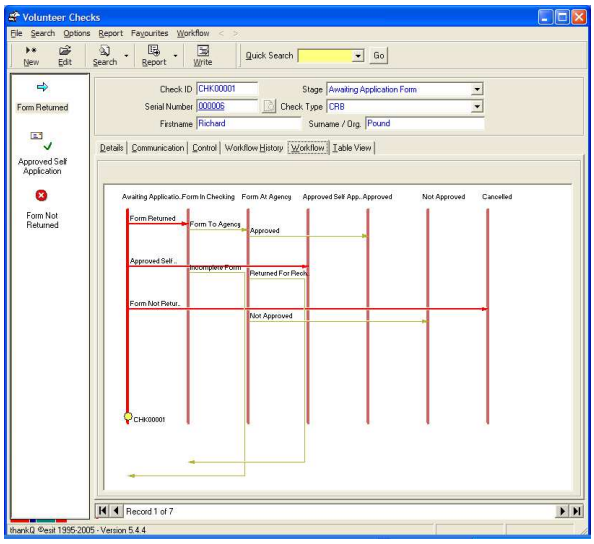


thankQ's Volunteer Activity Role List form

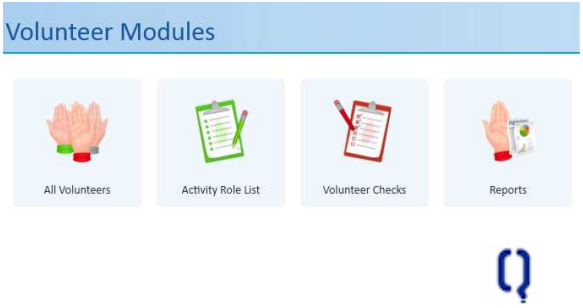
Managing lists of volunteers with similar skills and/or availability enables your organisation to easily manage and contact volunteers for specific requirements - from event staff to administrative workers. Associated reports can be produced to show how many roles have been filled or remain unfilled.

volunteer checks

The **Volunteer** module enables you to track the progress of CRB checks for your volunteers using Workflow. This ensures that you have a documented audit trail for all of your volunteer checks.



thankQ's Volunteer Checks form



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eMailer

thankQ emailer is the way to manage your email campaigns. It is tightly integrated with the thankQ Mail Manager module and the content within the eMail page is managed with an easy to use web based content management system. The module has the ability to incorporate mail merge fields from thankQ and also tracks the performance of the mail campaign.

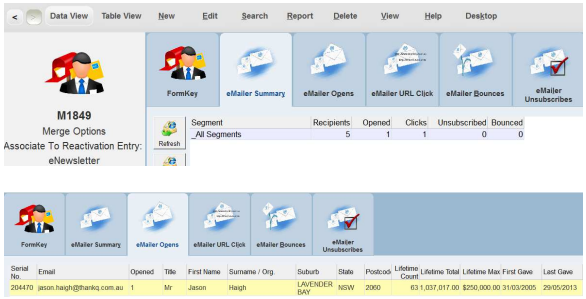
Features:

- Email Content Managed via WYSIWYG editor
- Standard email Templates to control standards of style, colour, font and content
- Ability to upload templates from a design house
- Mail Merge fields may be embedded
- Track when the email was opened
- Send to Main, CC or both email addresses
- Manage an unsubscribe facility
- Tracking of Hard & Soft Bounces
- Fully integrated with thankQ BackOffice to analyse in-error emails, opened emails, unsubscribes, responses and fulfilment

Content Managed via thankQ

thankQ Mail Manager enables the delivery of 'mail-merge' fields personalisation of the email within the Subject or Body for each and every email sent.

The use of a CMS (content management system) provides the ability to edit in a familiar manner within the control of a framework. This ensures that the outcome meets your marketing standards by producing something that is consistent and attractive.
The thankQ eMailer allows you to insert pictures and text that are hyperlinks to other web pages (e.g. your donations page, booking page or projects information page). When a recipient clicks on these pictures or links, thankQ is able to track these clicks and thus provide a rich history of supporter activity and ultimately to correlate fulfilment of these clicks (e.g. tracking the click to a completed donation or booking).

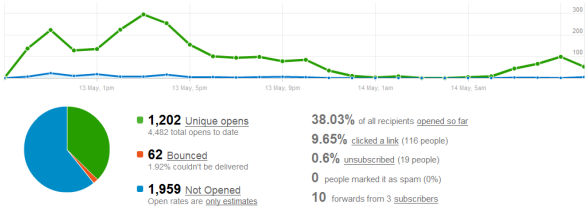


Third Party Email ISP

thankQ eMailer uses a third party ISP who is responsible for sending of the emails. Therefore, there is no burden on your existing email provider, and you are not subject to any restrictions imposed by them.

In addition, you are able to send the emails immediately or schedule the send for a later time so as to maximise the impact of the emails arriving to coincide with an important event or time of day.

eMail Performance



thankQ tracks the performance of the email with the following identifiers;

- Email Validation; email syntax, valid domain,
- Opening of email; who's email with date / time
- Clicks on Links within the email
- Invalid Email addresses; hard & soft bounces (along with marking the email as bad)
- Recipients who unsubscribe (along with updating their mailing preference)

Standard search, report and analysis techniques in thankQ enable the user to assess the response, performance and fulfilment of their email campaign.

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SMS

ThankQ SMS offers organisations the ability to send and receive SMS to key contacts, to give better service and create greater awareness amongst your customer base. It is tightly integrated with the thankQ Mail & Communications Manager module. The content within the SMS message is managed by the core thankQ system. The reply by the recipient is also logged as a communication on the contacts record. The module has the ability to incorporate merge fields from thankQ to personalise your message.

Features:

- SMS Content Managed via thankQ editor
- Mail Merge fields may be embedded
- Track and log the SMS reply
- Customise SMS for reminders, special thanks, Corporate events
- Setup reminders to operate on the campaign calendar

Content Managed via thankQ

thankQ Mail Manager enables the delivery of 'mail-merge' fields personalisation of the SMS within the Body for each and every SMS sent.

In addition, the thankQ system warns of contacts within the database who have invalid phone numbers, and will avoid sending to those contacts.

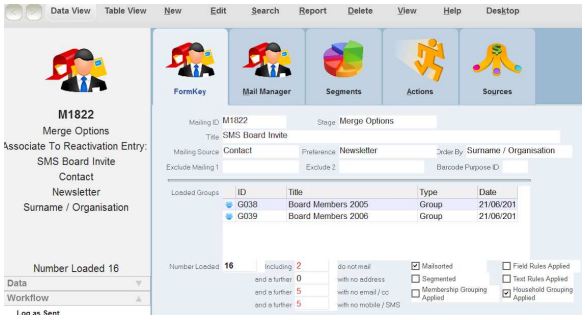
Recent studies have shown 9 out of 10 people will read and reply to an SMS instantly, whereas 3 out of 10 may read and respond via email, and even less will respond to a direct mail and post.

Third Party SMS ISP

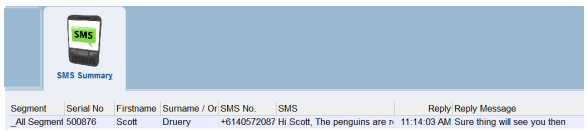
thankQ SMS uses a third party provider who is responsible for sending of the SMS. Therefore, there is no burden on your existing communications provider, and you are not subject to any restrictions imposed by them.

SMS Communications tracking

thankQ tracks the performance of the SMS, by working with the thankQ Communications manager module to log the sent and received SMS content per contact



Standard search, report and analysis techniques in thankQ enable the user to assess the response, performance and fulfilment of their SMS campaign.



thankQ SMS and Privacy

Using standard features within thankQ enables those contacts who have asked not to be contacted via any particular method, (mail, email, SMS, phone etc) to be excluded. Further, thankQ allows them to be customised such that they may want to be approached for certain things via a certain medium eg: events via eMail, and reminders via SMS.

SMS Summary

Period	01 Sep 2010 - 31 Oct 2010			
Date	**SMS ID**	**SMS Description**	**No. of SMS Sent**	**No. of Replies**
12/09/2010	M00324	EVT10213 Event Reminder	1023	459
21/09/2010	M00335	Hope Race Day Alert	322	289
15/10/2010	M00340	Oct Norris Call to Action	100	74
17/10/2010	M00341	Oct Norris Followup	35	20
25/10/2010	M00344	EVT10213 Event Reminder	739	322
28/10/2010	M00357	EVT10213 Event Final	300	255
30/10/2010	M00357	Regular Giving Reminder	2562	625

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eDonations

A fully integrated online web page for the receiving of donations. The content within the online donation page is controlled directly from thankQ (no need for any web technical programming staff – web pages are changed by your appropriate thankQ user).

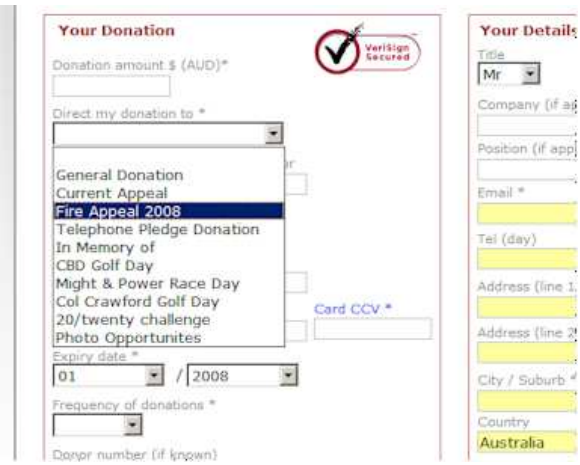
Features:

- Web Page Content Managed via thankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Automated Tax Receipt
- Definable Message(s) and Picture(s)
- Definable Choices for Directing Donation
- Integrated Online Payment Gateway
- Management of Authorised Transactions
- Fully integrated with thankQ BackOffice Web Holding pens for authorised information

Content Managed via thankQ

thankQ BackOffice provides content management features of the donation web page to provide a changing message and picture as required through your campaign cycle.

thankQ BackOffice is able to specify what is available for the donor to select when choosing where to direct their donation.



Secure SSL Encrypted Processing

From the moment the donor arrives at the Donation Page until the moment they leave the Receipt Page, thankQ eDonation operates in a Secure SSL Encrypted environment. thankQ integrates a secure online payment gateway via recognised suppliers such as PayPal's Verisign gateway. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When a transaction has been successfully processed, the donor is issued with an on screen Tax Receipt (which is also automatically emailed to them). All of the completed information automatically arrives in the thankQ BackOffice Holding Pen. All that remains is to de-dupe the donor information and accept the payment into a Web Donations Batch.

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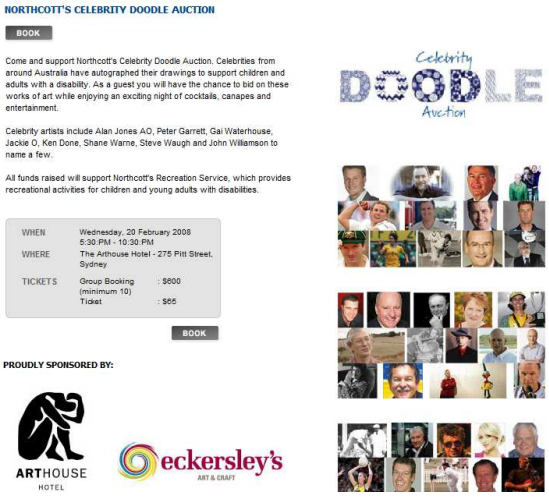
thankQ

eEvents

A fully integrated series of online web pages for the processing of event bookings, attendance, and payment. The content within the events web site is controlled directly from thankQ (no need for any web technical programming staff – web pages are changed by your appropriate thankQ user).

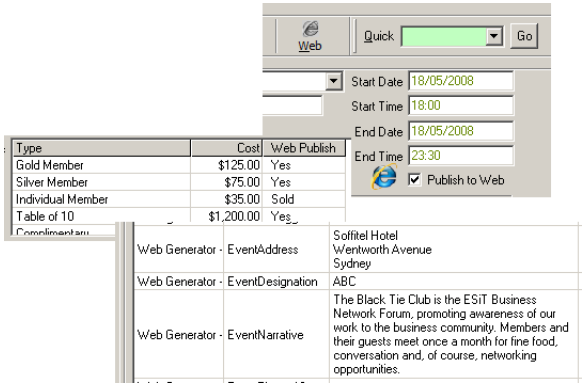
Features:

- Web Page Content Managed via thankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Automated Tax Receipt
- Events Calendar
- Definable Content for Selected Events:
  - Dates, Venue, Narrative
  - Tickets: Pricing and Availability
  - Pictures
  - Sponsor Links, Pictures and Logos
- Integrated Online Payment Gateway
- Management of Authorised Transactions
- Fully integrated with thankQ BackOffice Web Holding pens for authorised information



Content Managed via thankQ

thankQ BackOffice provides content management of the events web site that enables information entered into the thankQ events screens to be selectively published. This means the user is able to completely manage an events calendar and associated booking / payment pages directly from thankQ.



Secure SSL Encrypted Processing

From the moment the prospective booker initiates the booking process until the moment they leave the Receipt / Invoice Page, thankQ eEvents operates in a Secure SSL Encrypted environment. thankQ integrates a secure online payment gateway via recognised suppliers such as PayPal's Verisign gateway. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When a transaction has been successfully processed, the donor is issued with an on screen Tax Invoice / Receipt (which is also automatically emailed to them). All of the completed information automatically arrives in the thankQ BackOffice Holding Pen. All that remains is to de-dupe the booker / attendee information, accept the payment into a Web Events Batch and process their requirements; such as table seating or dietary needs.

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eMembership

Benefits:

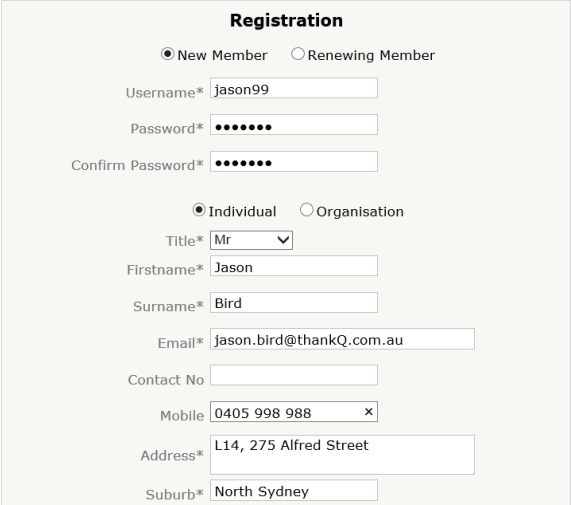
- Complete, streamlined online membership sign up, renewal and payment processing
- Build engagement via the membership portal
- Grow revenue and reduce attrition
- 24 hour online access to members and administrators from any location
- Self servicing portal reduces in house administrative effort

Features:

- Enables member self service; name, address, phone, fax, email, etc.
- Additional information may be selectively presented to the member; profiles, preferences and relationships
- Integrates with thankQ to enable coordinated communications campaigns (eMail, SMS and letter) to build engagement
- Integrates with Affinity / Involvement trackers to target "connected" members
- Fully integrated with thankQ BackOffice Web Holding pens for authorised information
- Customisable web site and content
- Secure SSL encrypted environment
- Recognised secure PCI compliant payment processing

registration

The registration workflow ensures the capture of essential information as part of the sign up process for membership.



A confirmation email to be is received by the registrant. Optional confirmation of this email can trigger the completion of the registration process.

membership portal

Once registered, members may login to the membership area / portal to manage their membership and their personal details; name, address, phone, email, etc. In addition, selective further thankQ information, such as mailing preferences, profiles and relationships may be presented to the member for viewing or editing.

payment

When a transaction has been successfully processed, the member is issued with an on screen Tax Invoice / Receipt (which is also automatically emailed to them).

engagement

By capturing additional information via the eMembership portal and through thankQ's prospecting module you are able to manage the member's engagement; communications, profiling, relationships, cultivation, and stewardship using standard features such as the affinity tracking.

back office holding pen

All of the completed information automatically arrives in the thankQ Back Office Holding Pen. All that remains is to accept the payment into a Web Membership Batch and process their requirements; such membership cards, benefits package, etc.

thankQ's membership module facilitates the remaining administrative functions such as general communications, reminders and renewals.

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thankQ

eCommunity

A fully integrated web site for the building of an online community of supporters and their sponsors / donors.

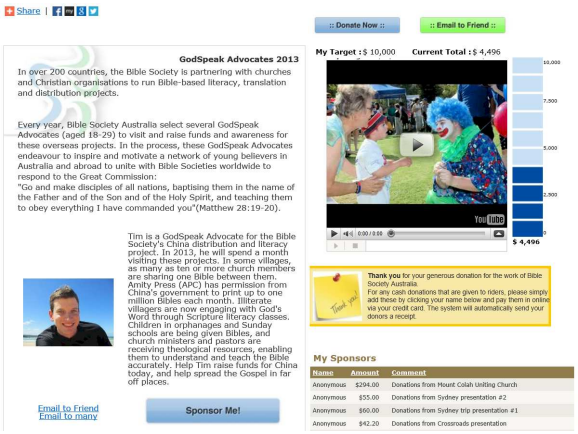
The content within the events web site is controlled directly from thankQ (no need for any web technical programming staff – web pages are changed by your appropriate thankQ user).

Features:

- Web Page Content Managed via thankQ
- Secure SSL Encrypted end to end processing
- Automated Supporter Registration
- Ability to Personalise ones Web Page; message, picture gallery, blog, and video
- Automated Email Confirmation for registrations and donations
- Automated Tax Receipts for Donations
- Feedback from Donors / Sponsors appears on Personal Pages
- Management of Events and Challenges (both formal and informal)
- Integrated Online Payment Gateway
- Management of Authorised Transactions
- Management and Screening of Supporter's Personal Pages
- Fully integrated with thankQ BackOffice Web Holding pens for authorised information

Content Managed via thankQ

thankQ BackOffice provides content management of the community web site that enables information entered into the thankQ Community screens to be selectively published. This means the user is able to completely manage the entire site directly from thankQ.



Secure SSL Encrypted Processing

The necessary thankQ eCommunity web pages operate in a Secure SSL Encrypted environment. thankQ integrates a secure online payment gateway via recognised suppliers such as PayPal's Verisign gateway. This assures your clients of safe conventional transacting.

BackOffice Processing

All information received via the web site automatically is directed to the appropriate area in thankQ. These include supporter registrations, sponsor / donor payments, personal messages and targets, along with the choice of picture(s), video(s) and the progress-thermometer wanted for a person's page.

When a sponsor's donation has been successfully processed, the sponsor is issued with an on screen Tax Invoice / Receipt (which is also automatically emailed to them). All of the completed information automatically arrives in the thankQ BackOffice Holding Pen.

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eRegister

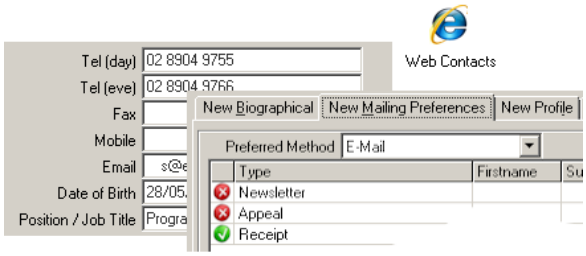
A fully integrated series of online web pages for the processing of client information, such as subscription for mailing, or the updating of personal information. The content within the web site is controlled directly from thankQ (no need for any web technical programming staff – web pages are changed by your appropriate thankQ user).

Features:

- Web Page Content Managed via thankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Definable Content for collection of information:
  - Mailing Preferences
  - Profiling
  - Personal information; name, address, phone numbers, date of birth, etc.
  - General information; position, occupation, interests, etc.
- Mapping of collected information to contact form fields
- Fully integrated with thankQ BackOffice Web Holding pens for authorised information

Content Managed via thankQ

thankQ BackOffice provides content management of the web site pages that enables information entered into the web pages to be directed to fields within thankQ. This means the user is able to completely setup and define how information flows from the web pages to thankQ.

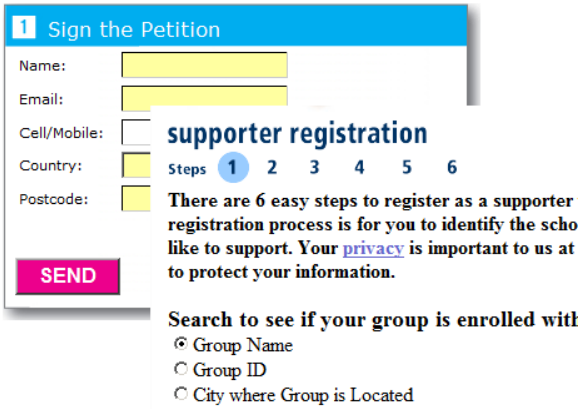


Secure SSL Encrypted Processing

From the moment the contact initiates the process until the moment they leave the Confirmation Page, thankQ eClient operates in a Secure SSL Encrypted environment. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When the information has been successfully processed, the contact is issued with an on screen Confirmation (which is also automatically emailed to them). All of the completed information automatically arrives in the thankQ BackOffice Holding Pen. All that remains is to de-dupe the contact information and accept their requirements; such as a mailing preference, profile update or address change.



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eRaffle

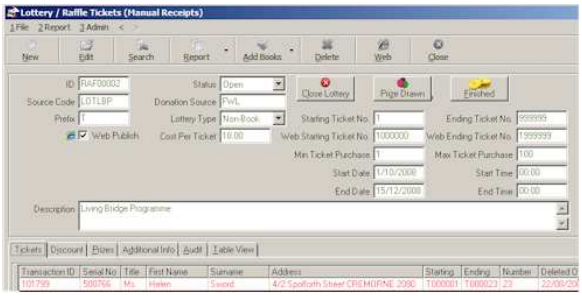
A fully integrated series of online web pages for the processing of raffles; purchaser information, discounts matrix, ticket allocation and payment. The content within the raffle on the web site is controlled directly from thankQ (no need for any web technical programming staff – web pages are changed by your appropriate thankQ user).

Features:

- Web Page Content Managed via thankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Automated Tax Receipt
- Raffles Calendar
- Definable Content for Selected Raffles:
  - Closing Date, Prizes, and Narrative
  - Tickets: Pricing and Discounts
  - Optional Donation
  - Pictures and Narrative
  - Sponsor Links, Pictures and Logos
- Integrated Online Payment Gateway
- Management of Authorised Transactions
- Fully integrated with thankQ BackOffice Web Holding pens for authorised information

Content Managed via thankQ

thankQ BackOffice provides content management of the Raffles web site that enables information entered into the thankQ Raffles screens to be selectively published. This means the user is able to completely manage a Raffles calendar and associated booking / payment pages directly from thankQ.

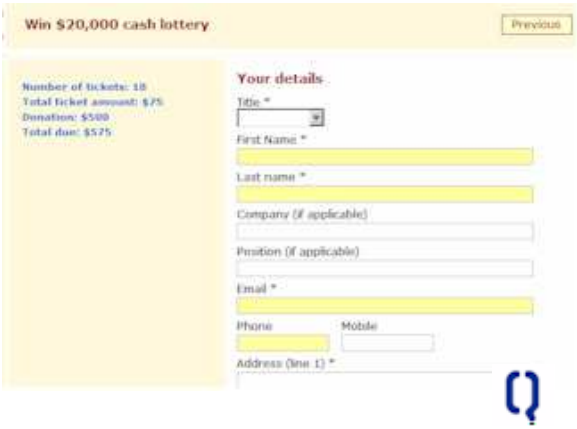


Secure SSL Encrypted Processing

From the moment the prospective purchaser initiates the buying process until the moment they leave the Receipt / Invoice Page, thankQ eRaffles operates in a Secure SSL Encrypted environment. thankQ integrates a secure online payment gateway via recognised suppliers such as PayPal's Verisign gateway. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When a transaction has been successfully processed, the purchaser is issued with an on screen Tax Invoice / Receipt (which is also automatically emailed to them). All of the completed information automatically arrives in the thankQ BackOffice Holding Pen. All that remains is to de-dupe the purchaser information, accept the payment into a Web Raffles Batch.



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eMerchandise

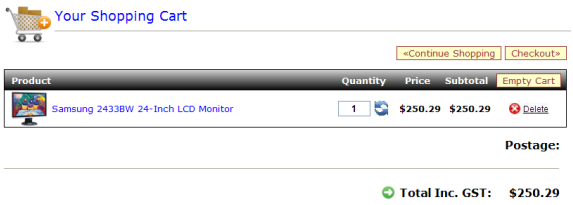
A fully integrated series of online web pages for the delivery and processing of merchandise. The content within the web site is controlled directly from thankQ (no need for any web technical programming staff – web pages are changed by your appropriate thankQ user).

Features:

- Web Page Content Managed via thankQ
- Secure SSL Encrypted end to end processing
- Automated Email for Invoice / Receipt
- Definable Content for:
  - Product categories / sub-categories
  - Product details and images
  - Optional donation amount
  - Purchaser information; name, address, phone numbers, date of birth, etc.
- Fully integrated with thankQ BackOffice Web Holding pens for authorised information and for order processing and fulfillment

Content Managed via thankQ

thankQ BackOffice provides content management of the web site pages for product categorisation and product details.



The shopping cart functionality provides all that is need to enable the purchaser to manage their choices along with the ability to add a donation.

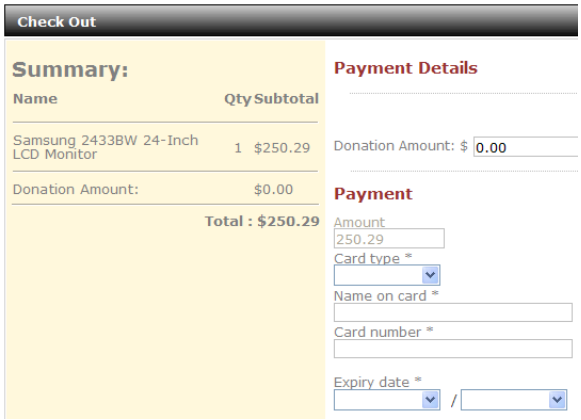
Secure SSL Encrypted Processing

From the moment the contact initiates the process until the moment they leave the Confirmation Page, thankQ eMerchandise operates in a Secure SSL Encrypted environment. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When the information has been successfully processed, the contact is issued with an on screen Confirmation (which is also automatically emailed to them). All of the completed information automatically arrives in the thankQ BackOffice Holding Pen. All that remains is to de-dupe the contact information, accept their order and use the standard thankQ features to fulfil their order; such as picking lists, packing lists, and dispatch.

Other activities such as stock management will be managed by thankQ.



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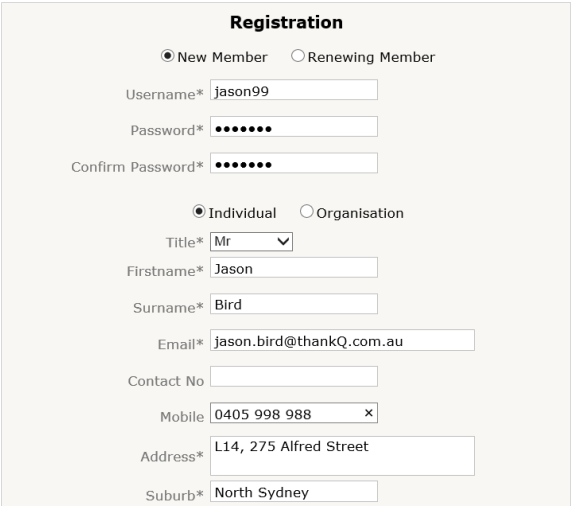
eClient

A fully integrated series of online web pages for allowing a contact (e.g. a supporter, donor, client or member of your organisation) to login and manage their 'account' details. The content within the web site is controlled directly from thankQ (no need for any web technical programming staff – web pages are changed by your appropriate thankQ user).

Features:

- Web Page Content Managed via thankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Automated Password management
- Definable Content for viewing and editing:
  - Personal details; name, address, tel., mobile, email, etc.
  - Specific profiles
  - Specific mailing preferences
  - Donation and Pledge history
  - Targeted messages
- Mapping of collected information to contact form fields, profiles, or mailing preferences
- Ability to offer other thankQ eModule features; Donate online, Event ticket purchase, Raffle ticket purchase, Membership renewal / purchase, Community pages, etc.
- Fully integrated with thankQ BackOffice Web Holding pens for authorised information



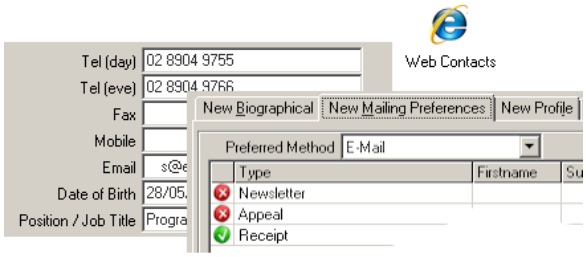
thankQ BackOffice provides content management of the web site pages that enables information entered into the web pages to be directed to fields within thankQ. This means you are able to completely setup and define how information flows from the web pages to fields, profiles or mailing preferences in thankQ.

Secure SSL Encrypted Processing

From the moment the contact initiates the process until the moment they leave the Confirmation Page, thankQ eClient / Member operates in a Secure SSL Encrypted environment. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When the information has been successfully processed, the contact is issued with an on screen Confirmation (which is also automatically emailed to them). All of the completed information automatically arrives in the thankQ BackOffice Holding Pen. All that remains is to process the changed contact information and accept their requirements; such as a mailing preference, profile update or address change.



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