

## Campaigns on Demand Contact Profiler

### **Contact Profiler**

TRG offers donor management software that facilitates both the organization *of* and communication *with* current and prospective participants of all kinds. We call this database extension of our content management system **Contact Central**. The database resides behind your website and facilitates both on- and off-line management of contacts, volunteers and donors. This hub of contact management offers multiple, flexible features allowing organizations to:

- Develop and manage online and offline finance plans
- Customize fields and codes unique to match your needs
- Manage donors, contributions and pledges
- Connect donors with solicitors, tracking most successful lines of contact
- Keep track of volunteers and canvassers
- Merge letters and prepare targeted e-mails
- Enable standard and one-time reports and charts to improve management
- Generate event, pledge, and volunteer reports
- Export data with for input to QuickBooks® or other financial management programs
- Generate filing reports suitable to meet governmental requirements
- Integrate CoD **Contact Central** with your website and key components of your campaign

**Contact Profiler** enhances an organization's ability to extend its control over multi-source contact activities, follow-up, communication and reporting. Each year, a financial plan can be established setting goals based on multiple fundraising and/or donor-development functions – direct mail, email, events, paid solicitors – with periodic actual-to-plan tracking and reporting.

**Contact Profiler** delivers the key elements of highly publicized database management programs in an easy-to-use, flexible configuration without the higher cost of big brand, big overhead applications.

**For more information**, contact us today at [info@campaignsondemand.com](mailto:info@campaignsondemand.com) or 803-212-7118.