Open Door Improves Stewardship and Services with Sage Fundraising 50

More than half of the world's commercial aircraft are built in Wichita, Kansas, home to Boeing, Cessna, Bombardier Learjet, Hawker Beechcraft, and Spirit AeroSystems plants. Dependent on such a cyclical industry, vast numbers in the city can be unemployed overnight.

United Methodist Open Door has been one of the community's safety net agencies since 1965. Local clergy and laity formed Open Door to advocate for the needs of the poor and underserved. Today, the agency runs the largest community-wide food box program in the Wichita area and operates six additional programs. Altogether, it provides food, clothing, and shelter to more than 14,500 people each month, from laid off-workers to families struggling to break the cycle of poverty.

Streamlining with Sage

When Scott Nicholson joined Open Door as development director in 2005, he was tasked with finding a fundraising software solution, and saw an acute need for more automation.

"I have a background in IT," he says, "and was pleased that we were already running the finances with Sage MAS 90. But our fundraising software was totally inadequate because it was designed for what a church office would need. We selected Sage Fundraising 50 from five contenders because

it had the potential to integrate with our accounting system, and I knew from previous jobs how well Sage software works."

Now Open Door uses Sage Fundraising 50 to manage all of its development processes, including donor lists, annual giving, solicitation programs, newsletters, and capital campaign. Open Door recently used the system to track and send two 5,000-piece direct mail campaigns—the largest campaigns in its history. "We purchased lists of high-wealth households in the county, and were able to import the data to Sage Fundraising 50 flawlessly," says Nicholson. "Also, we doubled the size of our database to over 14,000 records, and everything went smoothly."

CUSTOMER
United Methodist Open Door

INDUSTRY
Social services

LOCATION
Wichita, Kansas
Number of Locations: Four
Number of Employees:
19 full-time, 6 part-time, 1,900 volunteers

SYSTEM
Sage Fundraising 50

Challenge
The existing fundraising software was not designed for a service agency, did not integrate with financial software, and required multiple data entries.

Solution
Sage Fundraising 50 manages and automates all aspects of development and integrates with the accounting software.

Results
Sage Fundraising 50 reduced the time spent on data maintenance by 15%, improved data accuracy and audits, and enabled the agency to do sophisticated analysis on donors and trends.

No More Data Silos

Having a single point of data entry makes life easier at Open Door. "We have reduced staff time for maintaining data by at least 15 percent, since data entry is streamlined and requires less dual entry," Nicholson comments. "Accuracy has improved, because all records are synchronized. If Mrs. Smith calls to ask that we not call her for six months, we can be certain that the note will be made throughout our system."

Awesome Analysis

"Sage Fundraising 50 is a great research tool," says Nicholson. "It helps us analyze the donor base in many different ways. We can find trends in giving by corporations, for instance, or analyze solicitation results by campaign, determining which mailer gave the best results."

The agency relies heavily on Sage Fundraising 50 for budgeting. "I'm partly responsible for the revenue portion of our budget, and our revenue streams are very broad," he continues. "Sage Fundraising 50 lets us break down constituents by individual or organization, and then perform sub-classifications for businesses, community associations, churches, trusts, or foundations, all of which helps when preparing the budget."

Stellar Stewardship

Nicholson appreciates the increased accountability made possible by Sage Fundraising 50. "We now provide much more detailed information for the board and auditors. Before, with only manual processes, it took a week to prepare audit information, and we could never be certain that our development office reports captured everything. Now we can produce a report in ten minutes, and easily create custom reports if auditors need specific data."

Open Door selected a system integration consultant who specialized in nonprofit groups. "Our business partner thoroughly understood the functions of a development department, and how funds flow through various service lines," says Nicholson. "Because of that expertise, the full implementation was done in less than two months."

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Development Director
United Methodist Open Door

Ongoing Enhancements

Nicholson notices important improvements with each version update. "When Sage Payment Solutions was integrated into Sage Fundraising 50, my assistant was really excited with the new features. The upgrade gave us the ability to do more processes within the software, which previously required manual imports and exports of data."

Overall, Nicholson is pleased with his choice in software. "Sage Fundraising 50 is definitely a stable package, and I'm very happy with it. The support is great and fairly priced. I highly recommend the system to colleagues on a regular basis."

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