Compass Personalized Marketing™ for Fundraisers

The right message to the right person at the right time—every time.

compass
technology

Building Relationships.
Delivering Performance.

Personalized Marketing for Fundraisers

Compass Personalized Marketing™ for Fundraisers is a powerful, easy-to-use direct marketing personalization and optimization solution that empowers fundraising organizations to deliver the right message to the right people at the right time—*every time*. It delivers optimized campaign results and personalized content, achieving maximum response rates and developing lasting, loyal relationships. *Compass Personalized Marketing* works as a stand-alone solution or with existing donor management, CRM, and campaign management solutions.

Personalized direct marketing is proven to achieve significantly higher response rates and higher donations compared to general mass mailing and bulk e-mail. And according to the Digital Printing Council, personalized direct mail and e-mail marketing have been shown to:

- Increase direct mail response rates by more than 500%.
- Improve e-mail response by 45%.
- Significantly outperform traditional direct response campaigns.

Compass Personalized Marketing empowers you to create personalized fundraising campaigns based on donor contact history and user-defined business rules. Each recipient receives a personalized message and an individualized package of content. It also streamlines campaign execution by providing file output formats compatible with document assembly and production systems, direct mail operations, and e-mail marketing engines. The result is higher response rates and increased donations.

Microsoft®
GOLD CERTIFIED
Partner

Compass Personalized Marketing™ for Fundraisers

Now, you can transform any mass communication effort into a targeted, personalized communication. Whether you use one list or many, creating multiple campaigns is easy with *Compass Personalized Marketing™ for Fundraisers*. Use the Message Manager and Package Builder to create personalized communications and send individualized content and packages to each recipient.

With *Compass Personalized Marketing*, you can easily extract lists from multiple sources and design multiple direct response campaigns. Segment campaign lists by donor profile, contact history, and demographic data for personalized content and document packages. Schedule direct mail and e-mail solicitations and select output formats compatible with popular dynamic content publishing systems, direct mail operations, and e-mail marketing engines.

And because *Compass Personalized Marketing* integrates with popular business intelligence (BI), donor management, and CRM solutions like Microsoft® CRM, responses to campaigns can be tracked and measured in your existing environment to optimize your fundraising efforts.

Achieve Your Fundraising Objectives

Compass Personalized Marketing is the missing link that enables true closed-loop, direct response, personalized fundraising campaigns, as well as effective multichannel, targeted fundraising efforts:

- Increase response rates from fundraising efforts.
- Lower costs with more efficient campaign execution.
- Increase revenue through more effective targeting.
- Test and optimize direct marketing activities and determine the optimum segments and donors.
- Leverage investments in existing donor management, CRM, and BI technology.
- Realize the power of database marketing and BI.
- Better manage and control marketing resources.

Application Features

Campaign Builder—Create campaigns and define campaign parameters and schedules.

Package Builder—Create reusable packages, i.e., sets of physical or electronic components comprising the look and feel of a solicitation. Define package contents (letters, reply devices, carrier and reply envelopes, ads, and inserts) and their characteristics.

Filter Builder—Build reusable criteria that enable marketers to include or exclude groups of people—all without knowledge of SQL scripting.

List Builder—Create static lists, move names between lists, import lists, or use data from your CRM or other systems to create them. These lists can be used within campaigns to include, exclude, or further refine recipients.

Solicitation Wizard—Construct targeted lists and segmented views of solicitation recipients with pre-defined, reusable filters. Associate segments with pre-defined, reusable packages. Create test and control packages. Define variable content for insertion into print or electronic components.

Technology for the Future—Today

Compass Personalized Marketing is a Web-based application designed for easy access by any user with a standard Web browser, requiring no additional software on the desktop workstation. The solution is installed on a Windows-based server running Windows Server 2000 or Windows Server 2003. The *Compass Personalized Marketing* application also requires access to Microsoft SQL Server 2000 for database functionality and BI tools.

Compass Personalized Marketing is available in the licensing model that works best for you. Deploy *Compass Personalized Marketing* in your data center or as a subscription service from Compass.

In addition, the Compass professional services team will provide comprehensive planning, installation, and support to ensure a successful implementation.
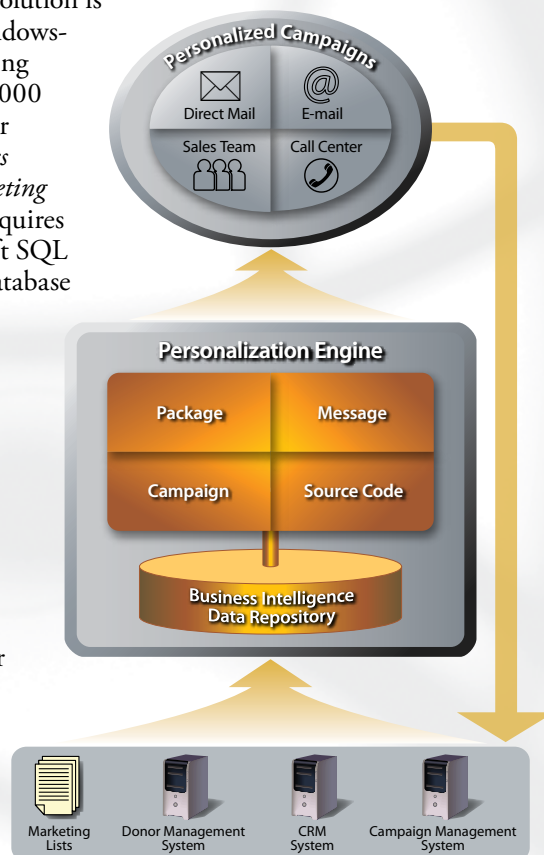
The entire Compass Personalized Marketing solution is built for true, closed-loop marketing from the ground up.

About Compass Technology

Compass knows nonprofits. We have over 20 years of experience serving organizations dedicated to serving others. Compass products are based on Microsoft technology and designed specifically for nonprofits to help manage and build donor relationships, optimize fundraising results, and streamline operations.

For more information, contact us at 888.239.8515, x550, or visit us on the Web at **www.compass.net**.