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**Metafile’s ResultsPlus Fundraising Software Helps Page Education Foundation Build Futures For Minnesota Youths**
*Fostering Donor Relationships Help Minnesota Youths of Color Achieve College Dreams*

Rochester, MN ([PRWEB](http://www.prweb.com/)) October 21, 2008 -- <http://www.ResultsplusSoftware.com> -- ResultsPlus, a [fundraising software](http://www.resultsplussoftware.com/ittrium/visit?path=A1x507x1x79y1x53ex1x67y1x650x1x67y1x6f9x1x8c) solution from Metafile, is enabling large and small non-profit organizations to automate nearly all mission critical fundraising activities with minimum IT involvement. Page Education Foundation, utilizes ResultsPlus to help Minnesota youth of color realize their college dreams.

Page Education Foundation, located in Minneapolis, Minnesota, is a small, non-profit organization dedicated to the advancement of Minnesota youths of color. By fostering positive attitudes about education and offering financial assistance for college, the foundation has helped send over three thousand students to college in the past 20 years.

Unfortunately, because the foundation was using an antiquated software system that did not have the ability to maintain detailed donor information, they were challenged when it came time to plan and target future fundraising initiatives.

The system Page Education Foundation was using did not even have the capability to provide foundation employees specific information about donor’s interests or to record specific causes donors had contributed to in the past. Without specific donor data, requests for donations and acknowledgement letters, a critical communication which helps the foundation seek support for Minnesota youth interested in attending college, could not be customized to the letter recipients.

“In the non-profit world every last bit of data is important, from donation amounts to spouse’s names and children’s birthdays,” states Mark Gerber Regional Account Manager with Metafile, creator of ResultsPlus fundraising software. “Without this key data, it is very difficult to send out customized acknowledgement letters and nearly impossible to build lasting donor relationships.”

By spending an inordinate amount of time electronically tracking individual donor relationships, rather than working to better target future fundraising initiatives, Page Education Foundation started to see a decline both in donations for programs like the Page Scholarship program and in volunteerism for Service-to-Children Mentoring program.  These declines were something that Page Education Foundation and the youth of Minnesota could not afford.

Page Education Foundation selected Metafile’s ResultsPlus to deploy a solution that would foster deep donor relationships and meet the needs of their fundraising goals.

In working with Page Education Foundation, Metafile helped to:

* effectively replace the antiquated database system
* easily access specific information about donors and their families

"It's hard to believe that just over two years ago when I began working with the Page Foundation, we were developing initiatives based on so little information about our donor base," states Carolyn Jones, Administrative Director of Page Education Foundation. "Now, each step in our efforts is based on the type of strategy that can only be developed by taking into account as much objective data as possible."

The implementation of ResultsPlus helped Page Education Foundation not only effectively fundraise for programs and campaigns but also foster deep donor relationships that ultimately enables Minnesota’s youth of color to fulfill college dreams.

To download the full Page Education Foundation Success Story please visit Metafile's dedicated [ResultsPlus site.](http://www.resultsplussoftware.com/ittrium/visit?path=A1x507x1x79y1x53ex1x67y1x650x1x67)

**About Metafile's ResultsPlus:**
For over 25 years Metafile's ResultsPlus has existed as the premier non-profit fundraising software providing firms like Ronald McDonald House, Benedictine Health System, and Habitat for Humanity the tools necessary to readily achieve their missions. Metafile, located in Rochester, MN, provides solutions to firms worldwide. For more information on Metafile's ResultsPlus and an archive of client success stories, please visit [www.resultsplussoftware.com](http://www.resultsplussoftware.com)

**About Page Education Foundation:**
Page Education Foundation was created in 1988 with a simple but innovative idea—enticing young people of color to positively influence younger children by offering mentoring and financial assistance for college in exchange for their volunteer service. Please visit [www.page-ed.org](http://www.page-ed.org) for more information on Page Education Foundation.

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