

## **Montgomery County Humane Society oversees its fundraising goals with Sage FR50 software**

The Montgomery County Humane Society (MCHS) is a nonprofit animal welfare organization located in Rockville, Maryland. Its mission is to create a supportive environment in which all animals are valued and appreciated for their role in human and societal wellbeing while addressing overpopulation and mistreatment of animals and reducing reliance on institutional sheltering.

MCHS operates the Montgomery County public shelter with a grant from the County and from private donations from the community. Its staff of dedicated employees and volunteers work together to help as many animals as possible find new homes, and rely on a variety of innovative fundraising campaigns to help fund its operations.

### **Boosting Contributions**

MCHS partnered with Applied Business Services (ABS), a local software developer, to help manage its donation tracking needs and achieve its fundraising goals.

ABS, founded in 1981, specializes in providing nonprofit organizations with accounting and fundraising solutions developed for their unique needs. The company is an Authorized Sage Business Partner and operates a National Certified Training Center for Sage MIP Fund Accounting and Sage Fundraising 50 product lines.

Kathi Alexander, database administrator for MCHS, relies on the FR50 software to track the success of each campaign. “The FR50 software helps us see why money is coming in and what we are doing right,” she explains. “We are able to track our donors and analyze which campaigns were effective.”

### **Reliable Training and Support**

Alexander counts on the staff at ABS to handle her FR50 training and support needs. She finds the ABS technical support and training team helpful and efficient. She also appreciates the positive attitudes of the ABS team in their commitment to teaching the software. Alexander explains, “Sharon made learning fun!”

Having a reliable support team is essential in implementing a new software system. Alexander praises the quick turnaround time of the ABS staff to her support inquiries. “ABS is very available. Whenever I email or call, someone gets right back to me.”

In addition to the local support she receives from ABS, Alexander also enjoys the flexible chat group that she has joined. Many nonprofit organizations similar to MCHS correspond via email through a bulletin board. Sage FR50 software users take part in exchanging tips and ideas to benefit from the software's intuitive capabilities. Alexander applauds this approach to training as well. "I have easy access to help with similar organizations that give good ideas and quick answers."

### **Long-term Commitment**

Alexander originally attended a two-day training session at ABS' headquarters shortly after MCHS selected the software. Then, after some time had elapsed, Alexander decided she wanted to refresh her knowledge and skills. ABS provided her with the opportunity to retake the class at no additional charge. She attributes this unique approach of a dedicated partnership to Maureen Williams, President of ABS.

"Maureen Williams has been a huge MCHS supporter and faithful helper," Alexander acknowledges.

### **Flexible Reporting Capabilities**

Alexander utilizes many of the extensive reports the FR50 software offers. She is able to generate the data requested by her CEO and controller regarding donations to the shelter. She is often asked to produce reports that track solicitations or letters to their members. "Once you learn which report to use, it is easy to get the answers you need," she says.

Some reports are used exclusively at MCHS. Alexander notes, "I run the Gift/Pledge Payment Log the most. I use it on a daily basis," and adds that the ability to export data to Excel is also helpful to the accounting team.

### **Solid Features**

Alexander appreciates the overall look of the software. "The layout on the screen is helpful," she describes. "The tabs make things easy to see for data entry." She especially likes the Gift Card and Relationship Card features.

Alexander also makes note of how the FR50 software has helped oversee the fundraising efforts of her staff. She mentions, "I like the checks and balances to get a mailing sent. The Contact Card is effective as well. We can see who has responded to our invitations." Tracking memorial donations is another significant capability that the software handles. She points out that she would like to take advantage of incorporating the Volunteer Card soon, as she feels it has great potential to helping MCHS in the future.

Alexander states that she would definitely recommend the Sage FR50 product to other nonprofit organizations.