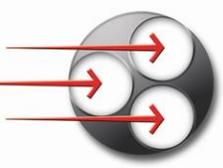




Sophisticated Marketing Systems
Powerful Reporting Capabilities
Fully Customisable Software



direct
 MARKETING SOFTWARE



We're all aware of the wonderful contributions that not-for-profit organisations make to our society. But there's another side to fundraising, a less public side that is equally important to these organisations. It's about building relationships. It's about regular, personal communication, and satisfying each of your donors' basic desires to see their dollars make a difference. It's about meeting the needs of your donors, whether they're a pensioner or a major corporate contributor.

Building and maintaining these relationships is not easy. You are under pressure to meet increasing targets while, at the same time, to cut costs. Competition is growing, and technology and the sheer weight of numbers is making any personal interaction rare.

DMS's goal is to develop tools that aid you in this personal donor interaction without sacrificing your efficiency elsewhere. Tools, for instance, that make running a campaign easier, faster, and more efficient. Tools that help you deliver a personal message to each and every one of your contributors. Tools that cover all operational aspects of your organisation, and let you get back to learning, planning, and communicating.

It is through communication and understanding that relationships are built. At DMS, this philosophy is actively practiced and can be seen in the relationships we build with our own customers. This in turn influences every aspect of the design of our products. Our goal is to make fundraiser's lives easier, thus allowing them to focus on their ultimate objectives: finding new contributors, building relationships, and retaining contributors for life.

Mike French
CEO
Direct Marketing Software

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About Us

DMS has over twenty years of experience in the direct marketing industry. Our skilled research and development staff use the latest development tools and techniques, and our products are driven by feedback from our customers. These factors are extremely important when producing an effective fundraising system; however, we believe that what ultimately sets MAILman apart is our focus on our customers and their contributors.



When a customer purchases a DMS product, we see this exchange not just as a purchase, but as a **new partnership**. We want to work together with our customers to get the most out of the tools employed, so that we can cater to their needs, allowing them to enhance their business. Every fundraising organisation has its own unique needs. MAILman NFP is able to address these needs by way of its broad functionality, ease of use, technical capabilities, and ease of customisation. **Whether you need all of the capabilities of MAILman or just a few, or whether your processes are fairly standard or more demanding, MAILman will meet your needs.**

Every individual in your organisation will have their own wish list for their ideal fundraising system. At DMS, we have committed ourselves to delivering on as many of these wishes as possible.



So whether you are a fundraising manager wanting better analysis and campaign tools, a data entry operator wanting faster, more efficient ways of keying transactions, a financial controller looking for greater return on investment, or a customer service operator wanting to answer donors questions, **MAILman has you covered.**

Our Design Principles

Understanding fundraising

DMS has been developing solutions for the fundraising industry for over 20 years, and has worked closely with some of Australia's largest and most successful fundraising and not-for-profit organisations. We begin by developing strategies and goals with you, so that we can develop the best possible solution for you.



It's all about relationships

DMS understands the value of customer relationships. So, whether you're improving customer service operator skills, personalising your communications, or understanding and targeting your audience, you will find our products to be effective in meeting your needs.

Making Your Job Easier

As a fundraiser, you have a lot to do. Our staff are constantly examining the process of running not-for-profit organisations - breaking down and

examining each process to see if we can increase efficiency and automation. To this end we focus on the integration of our products and your database business procedures, thereby making your job a lot easier and creating more time for you to spend on the things that matter.

Decreasing Costs

Whether it's the cost of keying a donation, mailing a receipt, maintaining a database or producing a report, costs are something we are always sensitive to. That is why we have developed this revolutionary barcoding integration system to ensure that you pay the lowest possible rate on sent mail and even on the barcoding process itself.

Increasing Revenue

Because you'll have more time on your hands, you'll be able to develop better campaigns. Because you'll have the information you need, you can better target your intended audience. And because your staff will have the tools and information that they need, they'll be more effective and more productive. You'll be able to deliver the right contribution options to your donors and your donors will be satisfied that their gifts are making a difference.

Donor Management

MAILman NFP has been designed to ensure 100% ease and efficiency so that you can run your organisation without having to worry about unnecessary hassles.

MAILman NFP's single enquiry screen provides access to every donor detail stored in your database. The summary statistics display screen gives an instant, comprehensive overview of all donor information.



Corporate contact details such as addresses and phone numbers automatically transfer through to staff member records, making maintaining this information extremely simple.

MAILman NFP allows you to store transactional, contact, and other information to help manage and segment your customers. This includes a flagging system (including user definable flags), internal alerts and record details to allow you to mark each contact in a variety of ways.

The relationship facility allows you to see the relationships that donors and other individuals or organisations on your database have with other companies, further enabling you to segment those listed on your system.



MAILman's inbuilt address validation capabilities allow addresses to be validated and corrected as they are entered, thereby significantly reducing dead mail and mailing costs.

MAILman NFP's user definable donor types capability allows you to record multiple characteristics against a donor, and has both start and end dates.

MAILman NFP's audit-tracking facilities track every change made to each record. Individuals can decide if or how they wish to be contacted - MAILman NFP ensures that they cannot be mistakenly picked up by donor selection processes. The inbuilt security system ensures that only authorised operators can access MAILman NFP functions.

Donor History

MAILman NFP incorporates the entire software infrastructure needed to enter, manage, and fulfill all transactions quickly and easily. MAILman integrates with Word for Windows to allow you to develop and manage hundreds of highly customisable receipts and fulfillment devices.

You can track where your donations are from, and ensure that they are allocated to the causes specified by your donors. Donations entered into the MAILman NFP system are allocated a source code.

MAILman NFP's reporting facilities and accompanying campaign management tools use these source codes to help determine the effectiveness of each fundraising activity.

With MAILman NFP, you can distribute funds of a single donation across multiple causes. Default causes can be allocated to each fundraising activity, and each cause in turn can be linked to particular general ledger accounts to make your banking and accounting simpler.



Donation Processing

Virtually all data processing with MAILman NFP can be done without using the mouse. Alternatively, operators can use the mouse to point and click, further reducing the number of keystrokes required to process donations. To maximise accuracy when inputting data, MAILman's batching facilities, field validation, and post processing reporting combine to allow organisations to implement strong and efficient quality assurance processes in their data processing departments. MAILman NFP has all the facilities required to reverse and modify incorrect transactions. These facilities are backed up by both MAILman's in-built security system and audit trail facilities.

Correspondence Tracking



MAILman NFP incorporates facilities to record and track all interactions between the donor and your organisation. You can also attach documents that were sent out and scanned images of received documents. The ability to attach spreadsheets, presentations, multimedia content and other documents to your donor's record will simplify your work with major sponsors. MAILman NFP has entity level security functions that limit who can see and/or modify each entry.

Trusts and Foundations

For many not-for-profit organisations, the generous support of trusts and foundations is essential. MAILman Not for Profit's trusts and foundations module allows you to keep track of the organisations who give their generous support, and allows you to record what, when, and how they give, as well as their particular requirements, interests, and regional scope. MAILman NFP can track each submission and record details of its success. It even has facilities to remind you when reports are due.

Bequests

MAILman NFP accommodates the need for detailed, simple to use recording facilities, and for the strictest security to ensure benefactors' privacy. Inbuilt facilities allow bequest personnel to record details such as legal and next-of-kin information. Built in security mechanisms ensure that staff members see only the items that they are authorised to see. The MAILman system also allows the user to allocate funds to specific causes, giving the family peace of mind and security knowing that the wishes for the bequestor can be carried out as intended.

Memberships

MAILman makes managing memberships easy by providing you with tools to produce renewal notices, newsletters, mailing labels, membership lists and even membership cards.

With MAILman NFP, creating various classes of membership, different durations, and pricing structures for memberships and renewals is simple.



Art Unions/Raffles/Lotteries

MAILman NFP can run multiple art unions simultaneously, and new art unions can be set up in a matter of minutes. Multiple prize levels can be defined and can be drawn manually or automatically.

Once a lottery has been set up, the status of each individual ticket is tracked separately so you are able to keep a record of its progress.

When viewing a donor's record, operators can see each individual ticket purchase, as well as a summary window showing an individual's art union history.

All processing functions are supported by extensive reporting, which allows you to see in minutes how your ticket sales are progressing and who your winners are.

Order Entry and Fulfillment



MAILman NFP's complete order entry and fulfillment system can be included as an optional feature. It incorporates stock level control, invoice and picking slip production, cross-selling capabilities, and discount control. It also supports multiple pricing levels. The order entry facility allows you to enter multiple orders on the same screen within the same transaction. MAILman NFP's sophisticated fulfillment processes includes sales tax and GST, and ensures that separate invoices, ticket receipts, and donation receipts are produced.

Telemarketing

Telemarketing lists can be generated either from within MAILman or via CAMPAIGNman or other processes, and can be distributed amongst groups of operators. MAILman NFP automatically handles the distribution of calls to different operators, and even ensures that two operators cannot open the same contact at the same time. Also, a contact cannot be phoned more than once accidentally. The operator has access to all the information they require as soon as they begin the call. MAILman can automatically dial the phone number for the operator, and can update the status of the call to successful if an order or donation is received. MAILman supports processes such as call back later, and can establish automatic reminders for operators in those cases. MAILman NFP's telemarketing system is able to record how successful a telemarketer is, and can compare the results across all operators.

Event Management

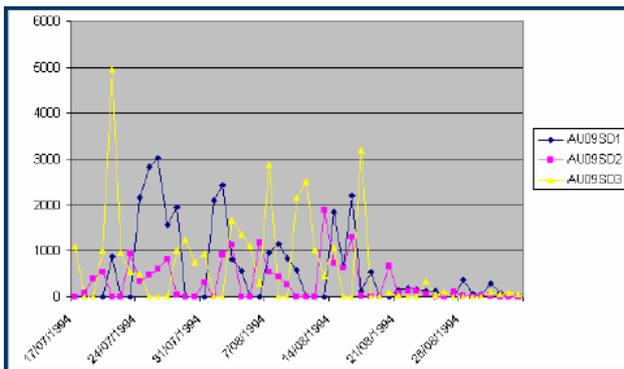


MAILman can take the hard work out of running your event. It allows you to track all types of responses and manage follow up campaigns. Reminder notices, name badges, attendance lists - even graduation certificates and thank you letters can be generated with just a few mouse clicks. Even managing multiple venues and renting exhibition space is a breeze. For educational courses, both student attendance records and subject scores can be tracked. Tutors and resources can individually be assigned to different groups of attendees. MAILman includes all

the tools to manage contributors to your event, such as sponsors, speakers, and volunteers. Managing the budget is made easy through MAILman's ability to track both income and expenditure for fixed and per person items. If you don't need all of these options, you can just turn them on and off on an event-by event basis. MAILman will adjust itself to whatever type of event you are running, and the entire process works seamlessly with MAILman's campaign management, donor management, and other systems.

Reporting

MAILman NFP includes dozens of reports covering a variety of areas, such as production control, fundraising, accounting, security, art union, order entry, and donation and stock management. Alternatively, DMS can develop custom reports for you, or you can develop your own reports using the Crystal Reports Developer Edition, the Open Source Report Manager Application, Microsoft Word, Excel or Access.



Knowledge Brings Understanding

MAILman NFP's information analysis facilities utilise data warehousing techniques to simply and efficiently provide almost instantaneous information about your donors, fundraising campaigns, and virtually any other aspect of your organisation.

List Management

DMS's LISTman and POSTman Professional products can raise MAILman's capabilities to the next level. Both POSTman Professional and LISTman incorporate tools for deduping, segmenting, sorting, sampling, list profiling, and case corrections. Both incorporate the Kaleidoscope AMAS compliant software, which allows you to append Australia Post compliant barcodes to your mail to receive Australia Post discounts. Both products can also access and manipulate data from a variety of formats.



POSTman Professional is designed for small enterprises. LISTman, on the other hand, is designed for larger corporations that demand the extra data cleansing and sophisticated tools it includes. With features such as name and address cleansing and parsing, the most sophisticated deduping capabilities available, data appending and consolidation tools, task scheduling, and postal pre-sorting and manifesting, LISTman will cover the needs of even the most creative fundraiser.

Campaign Management

Business Intelligence

CAMPAIGNman includes over 100 different analysis types that enable you to analyze your organisation's performance from a variety of perspectives. You can even design your own analysis types if the ones provided do not cater for your organisation's specific requirements. All of the analysis results are easily moved into Microsoft Excel. CAMPAIGNman leverages off Excel to graphically highlight



Campaign Creation

CAMPAIGNman includes all the tools needed to create multi-part campaigns, including segmenting, merging, deduping, and personalisation features.

Results Analysis

Even before your campaign has been completed, CAMPAIGNman is able to show you how it is performing. Through its forecasting and comparison capabilities, you can instantly see whether your marketing objectives are being achieved, where adjustments need to be made, and what is working exceptionally well. CAMPAIGNman is the first affordable solution to allow marketers to bridge the gap between knowing what they want to do and being able to do it themselves without specialist IT assistance.

Open and Extendable

No other major fundraising system available in Australia is as flexible and extendable as MAILman. MAILman NFP utilises industry standard tools, database structures, and file formats. This openness means that you can access MAILman NFP data through Microsoft Access, Microsoft Excel, MapInfo, SPSS, and a variety of other readily available PC software tools. The extension of MAILman NFP's internet or intranet capabilities can be achieved

through MAILman's support for XML and web services standards. MAILman satisfies a number of different business requirements without even making modifications to the main MAILman application. MAILman has a screen painting capability that allows you to create both new tabs and transaction types in the MAILman system. This can be used to cover extraordinary requirements that are unique to your organisation.

Service and Support

DMS is a local, 100 per cent Australian owned and operated business. This means that we can provide not just the software, but training, support, regular software upgrades and enhancements, data conversion capabilities, even consulting services to you.

Because we are a local company, software issues are corrected quickly, and suggestions and enhancement requests have a real chance of being fulfilled. With some DMS products, like MAILman NFP, we can even implement customised versions for organisations that have very specific requirements.



And, just as importantly, our support staff have direct access to the developers, so we can resolve issues quickly and make sure that your staff receive the best advice available.

For many systems we have the capability to go on-site remotely by connecting to your computer system via the phone or the Internet. We are always just a phone call, fax or e-mail away.

Conclusion

Nearly one thousand organisations around Australia now depend upon DMS products, including many leading fundraisers and associations. If you would like to service your donors better and maximise the potential of your fundraising program, call Direct Marketing Software now and tell us what you need in a fundraising system.





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