

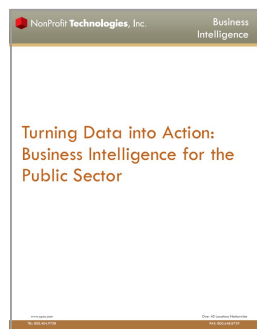
# The Focus

We Focus On Your Success.

## Business Intelligence for the Public Sector:

### Turning Data Into Action

Today's softening economic market has created a ripple effect across all types of businesses that are keeping a closer eye on budgets and cash outflow. Due to funding uncertainties, many nonprofit organizations and government agencies have become more hesitant about expenditures. They are under growing pressure to do more with fewer resources, and provide more transparency and accountability to members, donors, and the people they serve. In addition to following increasingly complex accounting rules, they also have more competition for grants and contribution dollars. To meet these challenges and work effectively, each department within an organization has systems in place to store information. Typically, key staff members in each department enter, manage, and report on this data. To help relieve these demands, many organizations are turning to Business Intelligence tools to retrieve, organize, and share knowledge for analysis and guided decision-making.



Ready to learn more about Business Intelligence for the Public Sector? Simply contact Tammy Massey at 800-404-9758 ext. 8123 or via e-mail at

[tammy@cpaz.com](mailto:tammy@cpaz.com) to receive your FREE white paper today.

## Sage Fundraising Online

Put Sage Fundraising Online to the test: Compete to win a \$5,000 grant, and watch your fundraising network grow!

Sage Fundraising Online is a flexible and powerful ephilanthropy and online event registration tool that helps nonprofits increase online giving, participation and overall support with web forms that are easy to manage and deploy. It was awarded the Top New Product for 2010 in the nonprofit category by Accounting today. Even if you are using another online event registration tool or ephilanthropy tool, this affordable system can increase your success.

**Win one of six unrestricted grants of \$5,000, \$1,000, or \$500** by bringing in the most donations using Sage Fundraising Online. You'll be competing against similarly sized nonprofit organizations. Even if you don't win a grant, you'll boost online donations so there's really no downside! It's easy:

- ▶ Simply create a donation form specific to your cause and publish it anywhere on your website.
- ▶ Tell your supporters, who then copy and paste the donation form on their websites, blogs, or social media sites. They'll start spreading the word to their friends, families, and other connections, and your network of supporters and donations will grow.
- ▶ Watch the donations come in, and see if you can outpace other organizations in the Connect with Sage Contest!

To enter the contest or get product information, go to [www.connectwithsage.com](http://www.connectwithsage.com). Contest begins 10/1/10 and runs through 12/17/10. This is a great way to test Sage Fundraising Online, and build your fundraising network.

## Social Networking for Non-Profits

Discover how nonprofits are using social media in their outreach activities.

## The Greatest Compliment

*"I was so excited to get a true fund accounting solution that would allow us to balance by fund, and ensure our fund accounts were balancing correctly. Furthermore, access to an electronic timecard package, better integration and additional modules for HR and purchase order requisitions has given us the ability to manage our organization to the very best of our ability."*

*Kathy Hayes, Controller  
Early Learning Coalition of the Big Bend Region*



The greatest compliment we receive is when you share with someone else the positive experience

you've had with NonProfit Technologies. The fact that you trust us with your technology needs carries a lot of weight, which is why we ask our customers to share their good experiences with others.

When you refer someone to us who becomes a NonProfit Technologies client, we give your company \$250.00, or donate the same amount to the charity of your choice. Consider this our way of saying thank you and as a demonstration of how much we appreciate you and your business.

Referring someone is easy. Simply urge them to contact Tammy Massey at 800-404-9758 ext. 8123 or via e-mail at [tammy@cpaz.com](mailto:tammy@cpaz.com) if they want to have the same positive experience that you've had.

In a special report published by Sage, a survey of 7,500 subscribers of The Chronicle of Philanthropy were sent an invitation to take an online survey designed to discover how nonprofits are using social media in their fundraising and outreach activities. 1,295 people responded. Below is a summary of the findings:

- ▶ 88% of respondents indicated that their organization currently participates in some form of social media.
- ▶ More than half of respondents said they've been using social media for less than a year.
- ▶ 20% of respondents said they spend more than 5 hours per week using social media.
- ▶ The most popular type of social media among respondents is general social networking such as Facebook and MySpace. Next most popular are blogs / microblogs and professional social networking.
- ▶ Facebook is by far the most popular social networking tool in use. Twitter and YouTube are also widely used.
- ▶ Advertising, promotion and profile creation, and maintenance are the most common types of social media activities in which respondents take part.
- ▶ When respondents were asked what their goals are for social media participation, the most frequently mentioned responses were 'sharing our story', building a community, public relations, and donor engagement and retention.
- ▶ 70% said that success with social media is very or somewhat important to their organization.
- ▶ Only 9% are very satisfied with their success with social media so far, indicating that many have yet to see their efforts pay off to a significant degree.
- ▶ Respondents who do not participate in social media reported that the primary reasons are lack of time, resources, need, and understanding or expertise.
- ▶ 39% of these non-users of social media indicated their organization will begin participating in social media in the next 12 months. Most of the remainder are unsure when they will begin, but have not ruled it out entirely.

- ▶ 91% of respondents said their organization accepts online donations.

## Time for Change at the ELC

### Moving to a Nonprofit Specific Fund

#### Accounting Solution and HR Module

The Early Learning Coalition of the Big Bend Region (ELC) is a contracted partner with the State of Florida's Agency for Workforce Innovation – Office of Early Learning (AWI-OEL), and is responsible for the administration of the School Readiness and Voluntary Pre-Kindergarten programs. Their headquarters is located in Tallahassee, FL, and they also serve communities in Gadsden, Jefferson, Leon, Liberty, Madison, Taylor and Wakulla Counties.

The primary goals of the ELC includes ensuring that children are ready for success when they enter school and giving families access to the quality child care services and assistance they need. Some of the services provided by the Early Learning Coalition include: school readiness tuition assistance; referrals and assistance in accessing additional community resources; hearing, vision and developmental screening; early literacy programs; on-site coaching and technical assistance and much more.

For some time, The Early Learning Coalition had been outsourcing their payment processing to a subcontractor using QuickBooks®. When their contract expired they decided it would be best to bring this in-house. They very quickly determined that QuickBooks wasn't going to work for them because it couldn't import files from the ESS – a statewide system that processes the attendance rosters for their child care providers, creating a large amount of cumbersome data entry. Kathy Hayes, Controller for ELC explains, "Part of what we do is pay child care providers for children who have gone through our eligibility requirements and attend their centers. It's kind of like subsidized child care. We pay a portion and the parents pay the rest. It makes child care affordable for parents who may otherwise not be able to afford it.

*Read the rest of the story on our website.*

## Welcome New Clients

We'd like to welcome the following new clients to the NPT Family of MIP/Gazelle clients:

- ▶ Liberty Resources, Inc
- ▶ Manito, Inc
- ▶ New Mexico Public Employee Retirement Association
- ▶ Phoenix Interfaith Counseling
- ▶ Hhrc Child Development Center

## Gazelle in Motion

Gazelle is a proven, Workforce-specific software solution being used by Workforce Boards and Service Providers nationwide, developed by and sold exclusively through NPT. It's an easy-to-use, secure, web-based application which manages all participant activity for Individual Training Accounts (ITA's) and Supportive Services, and provides many benefits to your Workforce Board Management Team and every Case Manager.

We've created six videos to help you understand the power of this solution. Watch the videos and discover how Gazelle can do the running for you. <http://www.cpaz.com/gazvid/index.htm>.

## Customer Appreciation Month

August is Sage's Customer Appreciation Month! Take advantage of these great offers before they expire on August 31<sup>st</sup>:

- ▶ 10% off any Sage NonProfit Solutions Product (includes user licenses)
- ▶ 15% off any Sage NonProfit Solutions Product if you spend \$1500 - \$1999 (includes user licenses)
- ▶ 20% off any Sage NonProfit Solutions Product if you spend over \$2000 (includes user licenses)

The small print: Only one offer per customer. Offer expires August 31, 2010. Offer cannot be combined with other offers. Offer cannot be used on products that have already been contracted. Offer does not apply to Sage Business Care plans (Maintenance & Support). Offer cannot be used on the Sage MIP Fund Accounting Human Resources Module/ EWS Timesheet or accompanying services. Offer is only extended to customers that were customers for Sage Nonprofit Solutions prior to August 1, 2010.