



# Client Success Story

## The Information Center

Taylor, Michigan

Using SimplyFundraisingCRM made managing their 300%+ growth easier and faster because of the automatic donation collection, receipting, and thank you letter process.

### Easy to Use

The Information Center needed an easy to use, cloud-based software that could help them streamline data entry, save time, collect registrations and make it easy to track and thank their donors.

### Great Support

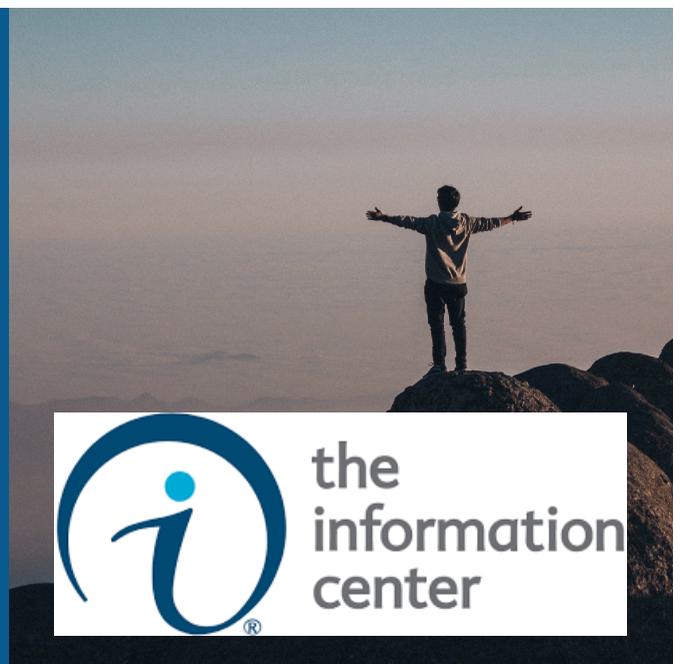
Implementation was easy... SimplyFundraisingCRM converted The Information Center's custom built Microsoft Access database quickly and accurately in just one week!

### DonorTips™

Collecting online donations with sleek, integrated forms was a priority for The Information Center, and allowing donors to cover costs via DonorTips™ was the icing on the cake, making SimplyFundraisingCRM even more affordable.

### The Mission

The Information Center's mission is to connect people in need with human resource services that can solve their needs and improve their lives. Their services extend to parents, seniors, pregnant women, job seekers, and more. Each person helped by The Information Center is deeply important to them, and their staff strives to provide a high level of service with every call. In 2020 alone, The Information Center handled 222,729 calls, and referred or provided 511 total care management services.





"SimplyFundraisingCRM is **truly the easiest fundraising software** we have ever used! We use SimplyFundraisingCRM to manage our donors, collect online event registrations, and run our annual and year-end campaigns. The **modern design** makes it easy to use wherever I work and working with Jon and his team has been a delight! I would **highly recommend** SimplyFundraisingCRM to any nonprofit looking to manage their donors and collect online donations."

- Dina Vannice, Director of PR



"It has been so great to use something that's simply EASY!"



## The Business Challenge

The Information Center was managing a large donor base with a non-web-based system that could only be accessed by a single person. Over the years, their database collected duplicates and inconsistencies due to using software that wasn't meant for fundraising, creating an abundance of dated and incomplete records.

After COVID happened, the volunteer who built and maintained The Information Center's database retired.

The Information Center needed to replace their custom-made Microsoft Access database with something cloud-based and easily accessible to all of their users.

The Information Center required a system that would allow them to:

- Share more information freely. The Access database was a silo that couldn't be shared easily.
- Make it easy for donors to register for their gala or give online.
- Have anyone on staff send a thank you letter through email.

After speaking with their fellow nonprofit colleagues, they choose SimplyFundraisingCRM for ease of use, saving time, collecting online registrations & donations, and thanking/tracking donors.