

# INTEGRATED FUNDRAISING TOOLSET

SUPPORTING MULTI-CHANNEL CAMPAIGNS

Amergent provides clients with an innovative e-marketing, social networking and online advocacy platform. This allows clients to implement integrated multi-channel campaigns. This technology integrates directly with Amergent's Portfolio™ fundraising software, providing a state-of-the-art, comprehensive multi-channel CRM solution for mid-size and enterprise level nonprofit organizations.

This toolset offers:

- Simplified email campaign management
- Integration with Amergent's Portfolio™ database management system, allowing for aggregated reporting and analysis of cross-channel performance
- Advanced segmentation and micro-targeting capabilities
- Streamlined, user-friendly donation form and acknowledgment process creation
- Detailed, real-time campaign reports
- Advocacy campaign development and implementation
- Social media integration with embedded petition, sharing and event-based tools
- Personal fundraising pages
- Comprehensive event management functionality
- And best of all, Amergent bundles this technology with our top-notch strategy, creative, account management and production services – providing a comprehensive solution!

*"Amergent has always provided excellent technology solutions that help take our clients' fundraising, membership and communication programs to new levels of success," says Jim Trebbe, Amergent's Chairman & C.E.O.*

For more information contact [Mark Connors](#) at 978-278-1920 or [Rick Christ](#) at 540-335-5677.