



Third Sector Systems/Entango Partnership: Totally Integrated Technology Solution from Online Donations to Outcome Reporting

Problems Caused by Disconnected Information

Third Sector Systems and Entango have joined to help nonprofit organizations solve the problems disconnected information causes:

- Inability to see each interaction with constituents
- Inability to share information between departments
- Inability to measure and understand outcomes
- Inability to communicate successes and mobilize support

Background: The Rise of Online Donations

According to the Association of Fundraising Professionals study, State of Fundraising 2003, 47% of organizations indicated they use the Internet to solicit gifts, compared to 34% in 2002 and 37% in 2001. Of those organizations that employed online giving techniques, 61% raised more money in 2003 through online giving than they did in 2002.

Online event registration and online membership have also increased significantly over the last four years. NPOs can offer their constituents an easy way to perform several basic transactions with the organization, reinforce the constituent's connection to the NPO and get them in the habit of using the NPO's website.

TSS Customers Expanded Online Activity, Wanted Integration to Database

Third Sector Systems received customer feedback indicating that customers wanted to start collecting online donations and that it was very important that they could integrate information collected online into our Mission Maestro database. TSS originally planned to build an online donations module that would import donation information from our customers' websites into Mission Maestro. Before developing that module, TSS researched the range of services provided by existing Online Donation providers.

Identifying the Best Solution for Our Customers

After a review of available Online Donation services, TSS decided its customers would be better served by a partnership with a Online Donations provider with a strong reputation for customer service, that offers all of the services that make online donations convenient, efficient and safe for donors and recipients.

Third Sector Systems chose Entango as its Online Service Provider. Entango was also selected as one of three online donation services recommended in the April 11, 2004 article, Online Donations: Sorting Out the Chaos, published on TechSoup.

TSS/ Entango Partnership Delivers Customers Synergy

TSS entered a partnership with Entango that enables TSS to offer customers products that automatically integrate online donations, memberships, membership renewals, event registration and class registration directly into Mission Maestro.

Discussions between TSS and Entango about the synergy of the two companies' integrated products and services revealed that the combined offering presents nonprofits with a completely integrated technology solution that no one else offers.

- Entango's services enable an organization to provide their constituents with the opportunity to donate, register for events, start or renew their membership, and purchase merchandise from their own website.
- Information received via their website is seamlessly integrated into Mission Maestro.
- The organization uses Mission Maestro to manage all the details of their work -- the programs and services they provide as well as advocacy, fundraising and membership.
- The outcomes the organization achieves may be measured, tied to funding sources and reported on within Mission Maestro.
- Organizations can use Entango's email marketing services to share their successes with their supporters and automatically evaluate their email campaign's success with reports on messages delivered, opened, and forwarded to friends.

Top 10 Benefits of an Integrated Technology Solution

1. Automate manual processes
2. Communicate successes and mobilize support
3. Develop an organizational memory
4. Eliminate time lost to duplicate entry
5. Measure and understand outcomes
6. Reduce data entry error
7. Reduce service delivery cost
8. Reduce the impact of staff turnover
9. See each interaction with constituents
10. Share information between departments

Executives Combine Nonprofit and Technology Experience

Executives at Third Sector Systems and Entango use a combination of nonprofit and technology experiences to provide systems that meet the day to day needs of nonprofits. Customer service professionals with nonprofit experience are recruited and trained to ensure that they understand nonprofits unique needs.

TSS/Entango executives understand nonprofits from their experience in varied nonprofit roles:

- Board member
- Program manager
- Development director
- Volunteer
- Finance/Operations manager
- Organizer
- Consultant
- Donor

TSS History

Third Sector Systems is a for profit company that exclusively serves non-profit organizations. TSS has been building, refining and supporting our Mission Maestro database since 1998.

TSS started out by building a custom system to integrate all the departments of a local nonprofit. It quickly became apparent that nonprofits universally suffer from the problems that Mission Maestro solves. TSS's management knew that that building custom solutions for clients was extremely expensive, and left clients with unsupported systems that rarely received needed upgrades. They decided to serve clients best by continually improving Mission Maestro and offering them professional training and support.

TSS has spent six years building, testing and refining Mission Maestro. Additionally, significant time and effort has been invested to refine the process of converting customers' data from their old databases to Mission Maestro and to develop a Customer Service staff expert at training and supporting nonprofit customers.

Entango History

Founded in 1996, as a successful Internet consulting firm, Entango has been focused solely on providing nonprofit sector services since January of 1999. Entango created their online fundraising technology and services, including secure online donation processing, membership processing, merchandising, event registration, automatic receipt generation and reporting to help nonprofits focus on their mission by taking the work and worry out of online fundraising tools and services.

In the following years, Entango has processed millions of dollars in transactions for hundreds of clients and has continued to expand its services to include email solicitation and management, international transactions, scheduled repeat giving, electronic check processing and viral philanthropy.

TSS Customers

Third Sector Systems has hundreds of clients nationwide in every nonprofit sector, including Social Venture Partners International, the National Youth Science Foundation, Aslan Youth Ministries, the Center for Nonprofit Management, the Illinois Humanities Council, the Vermont Institute of Natural Science, Kids in Crisis and many others.

Entango Customers

Entango has hundreds of clients nationwide, including many top tier colleges and universities such as Rutgers University, Stevens Institute of Technology, and Babson College, national organizations such as The Starlight Children's Foundation, The Conservation Fund, The Glaucoma Foundation, SADD, Inc., Consumer Action, Toys for Tots, and SADD, Inc., numerous chapters of the American Red Cross, United Way, Big Brothers Big Sisters, YMCA, and many others.