Lane Services LLC
not-for-profit technology solutions

Enter and Track Gift Demographics

Many larger not-for-profit organizations employ a business model requiring extensive database segmentation and complex gift tracking. iMIS Fundraising provides a foundation but does not include the ability to enter and track gift demographics, including requesting multiple premiums and splitting a gift among multiple campaigns or appeals. Lane Services created a custom gift entry screen to provide this functionality.

We Make It Easy!

On one screen, the user may update the donor's basic name & address information, as well as enter information pertaining to the specific gift or pledge. Data elements tracked (others may be added) include:

–Source Code, Purpose
  Code (Campaign),
  or Key Code (Appeal)

–Premium(s) requested

–Amount

–Recurring Pledge Amount

–Club code, Letter code,
  Label code

–Comments

–Special Interests