



insights for the life of your organization™

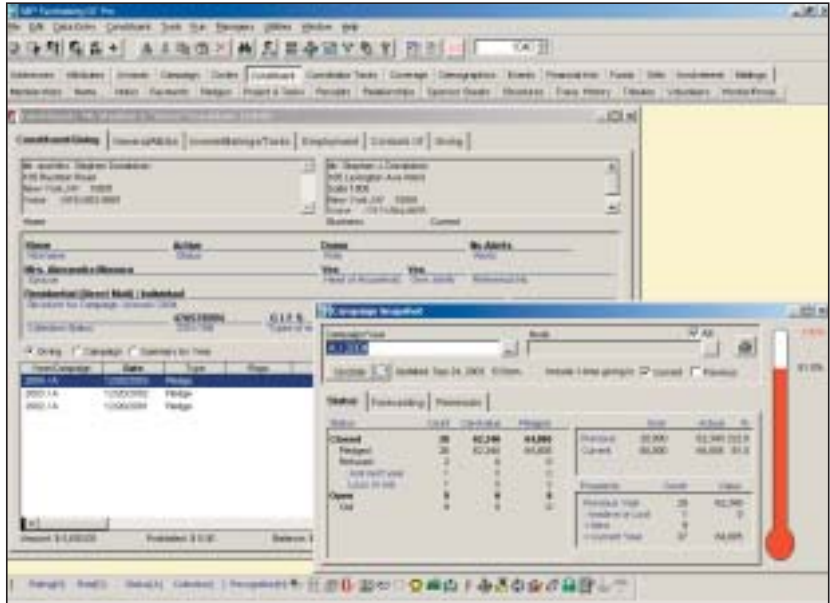


## MIP Fundraising

GT Pro gives you the powerful donor relationship management tools you need to effectively prospect, manage and cultivate donors.

- Track and analyze data on multiple constituent types to identify and foster new opportunities.
- Create customized reports quickly and easily using GT Pro's "drag and drop" report writer.
- Set up, track and analyze campaign results with powerful marketing and analysis tools.

## MIP FUNDRAISING GT PRO



Track constituents and measure campaign success with GT Pro's powerful management tools.

### The Next Generation of Fundraising Software

MIP Fundraising GT Pro provides industry-leading donor relationship management technology with the flexibility and performance to take your campaigns to the next level. Powerful and user-friendly, GT Pro features a full suite of integrated modules so you can effectively manage communications and relationships, track contacts and prospects and manage tributes, events, volunteers, endowments and more.

With GT Pro's extensive data mining and reporting tools, you can get the insight you need to identify and foster opportunities, plan successful campaigns and continually improve your results.

### Know Your Donors—Track and Analyze Complex Relationships

Capture unlimited data on all of your constituents, including donors, volunteers, clients and board members, and access it easily from one centralized database. The powerful search options, relationship management and data mining tools in GT Pro empower you to manage the data and use it to build and improve long-term relationships with your constituents.

GT Pro lets you track and analyze complex relationships between multiple constituents to develop new donors. Powerful prospecting tools provide quick insights into new fundraising opportunities.

### Analyze Campaign Performance to Improve Results

From a single appeal through multiple campaigns, GT Pro provides you with a flexible communication and campaign management structure. It's never been easier to set up, track and analyze campaign results. View campaign progress for a quick snapshot of where you are compared to where you want to be.



## PRODUCT BENEFITS

- Identify and foster new opportunities
- Plan and execute sophisticated campaigns
- Manage complex fundraising processes
- Track and analyze communications effectiveness
- Build and improve constituent relationships

### Power, Flexible and User-friendly Data Mining and Reporting

GT Pro includes a vast library of standard reports designed to help you manage all aspects of your campaigns and operations. Taking control of your data is a snap when you create custom reports using the powerful, user-friendly data mining and reporting tools that give you access to every field in the database.

With GT Pro, you don't have to be an expert to design customized reports. Share hardcopies of your report layouts using "Drag and Drop" and easily print a list of all the sources and fields you have included so others can run their own reports.

GT Pro includes built-in support for the Adobe Acrobat .PDF file format. In addition to the convenience of previewing your reports onscreen, you can save time and paper by sending electronic copies to any user who installs the free Adobe Acrobat Reader software.

The GT Pro Job Scheduler empowers you to run processes and reports at predetermined times and intervals. You can configure jobs to run consecutively, run specific jobs at specified intervals and even send e-mail notifications of completed jobs. It all adds up to a quantum leap in efficiency and productivity.

### Customization for Maximum Functionality

Unlike other systems, GT Pro is completely customizable, ensuring quick and easy access to your commonly used functions and features for maximum functionality.

- Instantly access specific constituent information and open an unlimited number of views with the Customizable Views toolbar.
- Configure toolbar display properties, location and contents to suit individual preferences and responsibilities.
- Receive instant notification of important reminders or tasks that require immediate attention from the Status Center.
- Customize field names with your unique terminology.
- Customize system help for your own organization by attaching files for internal procedures.

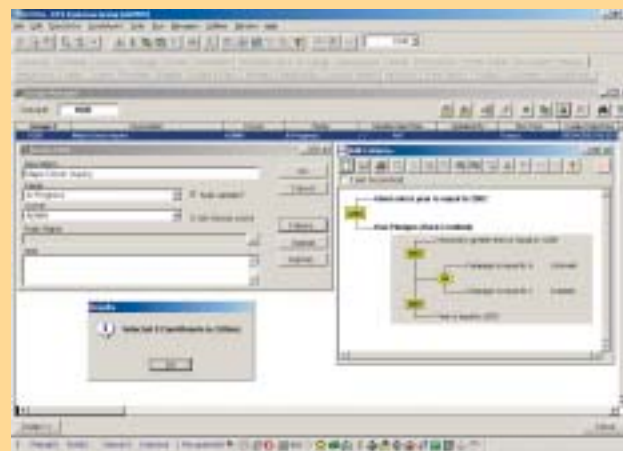
### Transaction Entry and Search Features

Increase productivity while maintaining data accuracy whether you process hundreds, thousands or millions of transactions. Timesaving Quick Data Entry tools allow you to create custom data entry templates. Easily view entire transaction histories with details on each receivable and transaction associated with the currently selected constituent.

A Transaction History Lookup Tool enables you to locate and view transaction histories based on receivable keys or constituent IDs, providing unprecedented transaction search functionality.

### Enhanced Security and Data Integrity

Create complex sets of data access rights based on constituent, department, branch or user. GT Pro ensures the financial integrity of your database so you can securely audit transactions plus, verify and balance your data.



*Unrivaled query tool lets you search on any field combination for highly targeted appeals.*

## Designation and Award Management

Set up multiple funds and default designations based on various criteria such as campaign, region or membership type. Define award classes, assign requirements and let the system reference your data to automatically generate awards based on your specifications.

## Prospecting and Contact Management

The Projects and Tasks modules feature comprehensive tools for prospecting, contact and moves management. You can create a simple list of tasks or manage a complex project by assigning tasks to specific individuals. It's easy to keep in touch with your constituents using the Mass E-mail Manager and other communication tools.

## Organize and Track Solicitations Efficiently and Effectively

The Solicitation Manager enables you to efficiently and effectively organize and track your activities throughout the entire solicitation process. From internal and external list analysis and selection, to tracking results, GT Pro gives you complete control over your direct marketing operations.

## Event Management Support

Plan and manage special events with ease and flexibility. From registration, volunteer assignments and seating arrangements to fees, agendas and sponsor sheets, GT Pro supports your entire event planning requirements. Easily track event progress, including number of registrations and revenue.

## Flexible Data Import and Export Capabilities

The flexible Data Import Utility enables you to import data directly into the system from external sources. With the ability to handle various types of source files, this utility allows you to add data or update existing information with ease.

Effortlessly export data into various file types—including financial data into MIP Fund Accounting—using a seamless, accurate process.

## Easily Track All Honor and Memorial Donations

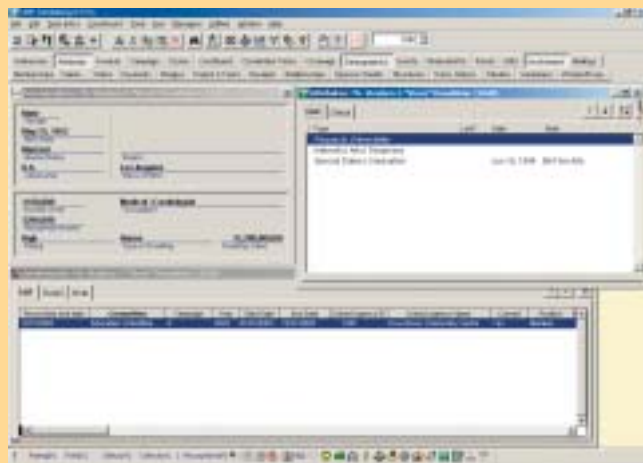
The Tribute module goes beyond the capability of other systems, giving you total flexibility to track all Honor and Memorial donations. You can easily set up a tribute for any individual or company and notify the appropriate party when the donation arrives. In addition, tribute cards can be produced easily with full reporting of tribute activities.

## Volunteer Management

The Volunteer Manager allows you to track volunteer assignments, scheduling and attendance. You can even track the interests, availability and qualifications of your volunteers conveniently through GT Pro.

## Committee Manager

Easily create and specify committees with Committee Manager. With links to involvements, schedules and more, Committee Manager provides instant access to committee members and details, so you can edit lists, schedule events and add committee attributes.



Stay up-to-date on every constituent in your database with in-depth profiles.



"All aspects of this new software, including data entry, receipt processing and report generations have been a smooth transition for us. Specifically, I would like to point out how much time I'm saving during my month-end process. What used to take me two days of manual calculations is now possible to complete in less than a day."

Jo-Anne Gray, Executive Director  
Uxbridge Cottage Hospital Foundation

[www.bestsoftware.com](http://www.bestsoftware.com)



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**best**  
software

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### Manage Complex Planned Giving and Endowment Activities

With the Endowment module, Planned Giving and Endowment departments can effectively administer, view and manage the details of complex endowment funds. Complete integration with GT Pro provides instant access to endowment details through standard constituent views, endowment views and the endowment manager. Full security administration controls user and departmental access to endowment information and includes user ownership for individual endowment funds.

From endowment setup and rule establishment to asset pool tracking, contributions, disbursement, reporting and check processing, the Endowment module is a complete solution for managing planned giving and endowment activity.

### About MIP Nonprofit Management Solutions

Best Software's MIP product line provides management solutions for the unique accounting and fundraising challenges of nonprofits of all sizes. MIP Fund Accounting features FASB-compliant financial tracking and reporting. MIP Fundraising, which includes Paradigm, GT Pro, Millennium and United Way-centered Rainbow, empowers nonprofits to expand their donor base and increase giving levels while managing costs.

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## About Best Software

Best Software offers leading business management solutions and services that give 1.7 million small and mid-sized customers in North America the insight for success throughout the life of their business. Its parent company (London: SGE.L) supports 3 million customers worldwide and has revenue of \$815 million. For more than 25 years, Best Software has delivered easy-to-use, scalable and customizable applications through its portfolio of leading brands, including Abra, ACT!, CPASoftware, FAS, MAS 90, MIP, Peachtree and SalesLogix, among many others. For more information, please visit the Web site of Rogers & Co at [www.exempt5.com](http://www.exempt5.com) or call 800-393-6785.