



“Software?
The reality is this:
We’re not computer programmers.
We’re nonprofit fundraisers.”



"Look, development takes time. We want it to be done right. We understand."

Programming software isn't in your job description.

Fundraising software is supposed to help you, not weigh you down.

For years now, nonprofits worldwide have depended on Telosa Software. And for good reason. Since 1986, we've been empowering nonprofits to spend more time building donor relationships and maximizing their fundraising efforts. Our fundraising software frees you to be in front of your donors instead of a computer.

"Tell me why we need fundraising software in the first place."

You know that cultivating donor relationships is essential to fundraising. Fundraising software lets you organize your database and track critical donor and gift information. You can manage mailings to improve your donor communications and generate reports to analyze your fundraising campaigns. The Exceed! product suite enables you to do all of this and more – quickly, easily and successfully.

"But, we already built our own custom system."

Many nonprofits build databases with programs like Microsoft® Excel, Microsoft® Access or FileMaker® Pro. Problems often result: redundant systems, duplicate data entry and information sharing difficulties. "Homegrown" databases also lack product support and training; they are vulnerable when the database designer or a key staffer leaves the organization. Exceed! software solves these problems. It helps you manage your donor information far better than a "homegrown" system, and our helpful staff is always available for customer support and training. So, you can focus on fostering donor relationships.



Basic tools for fast and efficient fundraising and donor management.

"We've seen other fundraising software, and it looked very complex."

Other fundraising software can be complicated, with complex queries or extractions, difficult report generation and inefficient mailings. Exceed! software is different. It's simple to learn and easy-to-use. The user-friendly design helps you be more productive and do your job – faster.

After all, you're nonprofit fundraisers, not computer programmers.

"Fine, but we don't have a lot of money to spend."

Who does? The Exceed! product suite is extremely cost-effective. Telosa is passionate about delivering high-quality, easy-to-use and affordable software for nonprofits. We want to ensure that your time, energy and dollars are focused where they truly belong – toward fulfilling your mission.

"We're intrigued. Tell us more about the Exceed! product suite."



A complete solution for your fundraising and donor management needs.

We thought you'd never ask. The Exceed! product suite offers two fundraising software solutions to meet the broad range of nonprofit needs. Take a closer look at Exceed! Premier and Exceed! Basic to choose the right one for your organization.

want to be with our donors, not programming software." *And, your donors are important.*

Exceed! Premier is comprehensive, full-featured software that is easy-to-use. Very affordable, too.

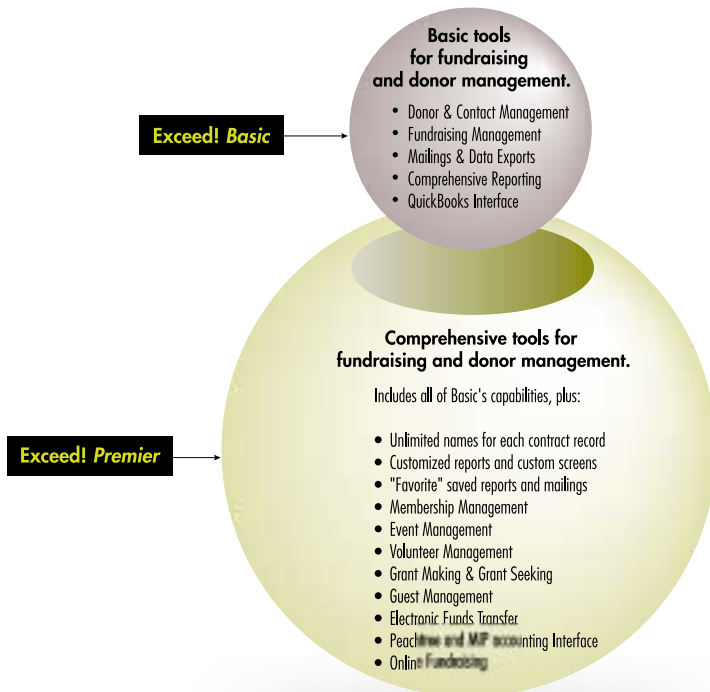
Exceed! Premier is a one-stop solution for virtually all of your fundraising and donor management needs.

At only \$499, Exceed! Basic is a compact version designed to handle a tight budget. It delivers features you might expect from software costing much more. Exceed! Basic will even interface with QuickBooks®.

Whichever Exceed! solution you choose, you'll be devoting time to raising funds, not programming software.

"Sounds great! Can I get a free demo?"

Absolutely! Contact Telosa and we'll send you a Free Trial CD. See for yourself how the Exceed! product suite can empower you to spend more time with your donors and less time with your computer.



"We substantially surpassed our capital campaign fundraising goal! We estimate that with the support of Telosa Software, we more than doubled the amount of money raised from \$9 million to \$21 million, thanks in large part to our improved donor communication."

Alan Beach
Ronald McDonald House

"The sales and support staffs could not have been more helpful and thorough. Exceed! Premier is so intuitive you almost don't need a manual."

Robert Glass
National Kidney Foundation

"My involvement with nonprofits is a lifelong one. So, here's an opportunity to apply my technology expertise to a cause I feel passionate about."

Susan Packard Orr
CEO, Telosa Software
Chairman, David and Lucile Packard Foundation

Exceed!™ fundraising software provides a vast array of features to address the wide variety of nonprofit needs:

Donor & Contact Management: Organize and track your donors, prospects, board members, volunteers and other constituents.

Fundraising Management: Organize and track donor gifts, pledges and dues, and manage members and events.

Mailings & Data Exports: Foster donor relationships with personalized, targeted communications.

Comprehensive Reporting: Target your donors, analyze your campaigns and present your results.

Accounting Interface: Align your donor database with your accounting program. (QuickBooks® Financial Software Pro, Premier and Nonprofit Editions 2002+, Peachtree® and MIP®.)

Volunteer Management: Maximize your volunteers' valuable time by matching their skills, interests and availability with your organization's needs.

Grant Making & Grant Seeking: Track and manage all of the details entailed in the multi-faceted grants process.

Guest Management: Track and organize your guest information and record to best serve your guests.

Electronic Funds Transfer: Give your donors a hassle-free way to donate to your organization – automatically move donations from their account into yours.

Advanced Event Management: Seamlessly transfer donor and gift data for your auctions, banquets, golf tournaments and sponsor-based pledge events.

Online Fundraising: Effortlessly import donor and gift information from your online donation service provider.

Remote Access: Use Exceed! *Premier* or Exceed! *Basic* while away from the office – anywhere, anyplace, anytime.

Customer Support: A cost-effective Annual Support Contract includes telephone, fax and e-mail support, maintenance releases, product upgrades and discounts on training services.

About Telosa Software

Founded in 1986 by Susan Packard Orr, Telosa Software is passionate about delivering powerful, affordable and easy-to-use fundraising and donor management software for nonprofit organizations. Derived from the Greek word *telos*, which means "the fulfillment or completion of an end goal or result," Telosa is devoted to delivering high-quality software products and services that help nonprofits to focus on and achieve their respective missions and fundraising goals.



610 Cowper St. T: 800.676.5831
 Palo Alto, CA 94301 F: 650.853.1677
 Web: www.telosa.com E-mail: info@telosa.com

DONOR & CONTACT MANAGEMENT	BASIC	PREMIER
Information Stored		
Names stored in each contact record	2	Unlimited
Addresses stored in each contact record	2	Unlimited
Alternate name forms (e.g. Robert/Bob/Dr. Jones)	3	Unlimited
Customizable greetings	3	Unlimited
Phone numbers, e-mail addresses, fax numbers and website addresses	Unlimited	Unlimited
Date, purpose and staff person for each interaction	√	√
Description, lead source, affiliation and solicitor in each contact record	√	√
Other Features and Functions		
Automatic reminders for pending activities and scheduled appointments	√	√
Customizable fields in each contact record	2	7
Best mailing address to use based on time of year		√
Customizable contact record screen		√

FUNDRAISING MANAGEMENT	BASIC	PREMIER
Information Stored		
Gift amount or value, date and type of gift	√	√
Payment method and check/credit card numbers	√	√
Campaign and reason for each gift entry	√	√
Memorial and honorarium gifts	√	√
Other Features and Functions		
Membership Management	√	√
Event Management		√
Soft credits		√
Matching gifts		√
Customizable fields		√
Pledge payment schedules, balances and reminders	√	√
Write off uncollectible pledges		√
Associate gifts with specific individuals within a contact record		√
Split gifts over multiple funds or programs with no data re-entry		√
Automated receipt numbers	√	√

MAILINGS AND DATA EXPORTS	BASIC	PREMIER
Gift acknowledgment letters created while entering gifts or in batches	√	√
Pledge payment due and membership renewal due letters	√	√
Notification letters to family members for memorial gifts	√	√
Mail merges in Microsoft® Word for easy letter development	√	√
Address envelopes and mailing labels	√	√
Select best greeting and address for a mailing occasion	√	√
Generate and send mass e-mails	√	√
Save mailings as Favorites for easy re-creation		√
Automatically update records for recipients of mass mailings		√
Export reports and donor lists to Microsoft Excel or Word	√	√
Create custom data exports based on desired fields	√	√
Export donor lists for inclusion in newsletters	√	√
Export files/data in PDF format		√

COMPREHENSIVE REPORTING	BASIC	PREMIER
Easily create reports using simple, menu-driven processes	√	√
Export pre-formatted reports into Microsoft Excel	√	√
Comprehensive standard reports (contact, gifts/pledges and statistical)	√	√
Create custom reports		√
Save reports as Favorites for easy re-creation		√
Export reports in PDF format		√

MODULES & INTERFACES	BASIC	PREMIER
QuickBooks Accounting Interface	√	†
Peachtree and MIP Accounting Interfaces		†
Volunteer Management		†
Grant Making & Grant Seeking		†
Guest Management		†
Electronic Funds Transfer		†
Advanced Event Management (auctions, banquets, tournaments, -athons)		†
Online Fundraising		†

ADDITIONAL FEATURES	BASIC	PREMIER
Data Importer to transfer donor/gift data from your existing application	√	√
Built-in Back-up and Restore	√	√

√ = standard † = add-on module or interface

