

## Giving to Legal Aid — Easier with Online Donations

Raising money for good causes is always a challenge. But it's even harder when you rely on a third-party vendor to process donations, adding yet another step in the giving process and providing donors with a possible reason for pause.

That's why the Campaign for Equal Justice (CEJ) in Oregon has been so pleased after adding Sage Fundraising Online and Sage Payment Solutions to its Sage Fundraising 50 solutions suite. CEJ had been loyal users of Sage Fundraising 50 for a decade. The new add-ons have made their software investment even more valuable – and they estimate a savings of 50 percent of the time formerly spent on data entry.

### Moving Up from Paypal

“Paypal was actually working very well for processing online payments. But it was not ideal to have donors go outside of our website to make a contribution,” says Shari Nilsson, office manager at CEJ. “We appreciate that, with direct donation on our website through Sage Fundraising Online, donors are now able to receive direct e-mail receipts from CEJ to confirm their donation,” she continues. “Anytime you introduce a third party into the transaction, there's a risk of data entry errors.”

Integration was also an issue. CEJ had been using its bank to process credit cards and ACH transactions. Credit card numbers had

to be entered into a terminal, or account information entered on the bank's website. Then each gift was re-entered into Sage Fundraising 50. “We knew there had to be a more efficient way,” says Nilsson.

### Sage Fundraising Online

Fortunately, the organization found Sage Fundraising Online, a versatile fundraising and event management tool that helps nonprofits connect with online supporters. It integrates with many Customer Relationship Management (CRM) solutions, including Sage Fundraising 50, so CEJ was able to leverage its existing system. CEJ also adopted Sage Payment Solutions, and began processing its own credit card and ACH transactions.

“Sage Fundraising Online is great because it integrates the donation form right into your website, and allows partners to embed your donation form on their websites,” says Nilsson.



### CUSTOMER

**Campaign for Equal Justice**

### INDUSTRY

Legal Aid

### LOCATION

Portland, Oregon

**Number of Locations: 1**

**Number of Employees: 4**

### SYSTEM

Sage Fundraising 50

Sage Fundraising Online

Sage Payment Solutions

### Challenge

Manage and track donor records, eliminate redundant data entry, enable donations directly from CEJ's website

### Solution

Sage Fundraising Online integrates giving campaigns and online donation forms with Sage Fundraising 50 donor tracking

### Benefits

276% increase in online donations; data entry time cut by 50%

## Poised for the Future

Nilsson says that she's very happy with Sage Fundraising Online and Sage Payment Solutions, and can only see things getting better. "We're very pleased with Sage's support services. From the online knowledgebase to the friendly live support, they are always available, prompt, and helpful. I am especially happy with Sage Live Connect, which allows technicians to connect directly to my computer and help resolve issues immediately."

Armed with portable donation and event registration tools that can be shared with anyone, anywhere on the Web, CEJ is ready for their most successful fundraising campaign ever. "I can't wait to see how donors like the new experience, especially those with embedded forms on their firm's websites," Nilsson notes. "In the short time since we started using Sage Fundraising Online, we have been very impressed with the options it provides us. And we haven't even scratched the surface of its capabilities yet."

Despite the current recession, CEJ is already seeing incredible results. "We've had a 276 percent increase in online giving, and raised more money online in December than we did all of last year – thanks to Sage Fundraising Online!" says Nilsson.

## About CEJ

Campaign for Equal Justice (CEJ) was established in 1991 by a group of Oregon lawyers with the mission of ensuring that equal access to justice becomes a reality for all Oregonians. Today, it supports 100 legal aid attorneys in 19 communities, provides educational services, supports legal aid programs statewide, works with lawyer volunteers and bar associations to increase state and federal funding for legal aid, and operates an endowment to preserve the future of legal aid. Much of legal aid's work is in family law – usually assisting the victims of domestic violence. For more information, go to [www.cej-oregon.org](http://www.cej-oregon.org)

## About Sage Nonprofit Solutions

Sage Nonprofit Solutions has been serving nonprofit and governmental organizations for more than 30 years. Sage helps more than 32,000 unique not-for-profit organizations increase efficiency and more easily manage their operations through the use of technology. From fund accounting, donor and fundraising management, and fixed asset management, to online donation processing, human resources (HR), payroll, and health care, Sage offers a software product or service to meet the organization's need.

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– Shari Nilsson, office manager