



**\*\* Strictly embargoed for Tuesday 3<sup>rd</sup> July\*\***

## **JUSTGIVING LAUNCHES NEW CRM APPS FOR CHARITIES**

- Salesforce and thankQ develop apps using JustGiving open platform -

[JustGiving](#) announced today the launch of two new CRM apps for charities, developed using its open platform technology.

The new apps will allow integration with Customer Relationship Management (CRM) tools Salesforce and thankQ, allowing charities to import their JustGiving data directly into their existing fundraising database.

SupporterCRM, a completely free app developed in conjunction with the [Salesforce.com foundation](#) and technology firm appiChar, will allow any charity to integrate their JustGiving reports with Salesforce. The app includes access to the donated Salesforce not-for-profit starter pack, giving any charity 10 licenses to use Salesforce. In its beta phasing, over twenty charities signed up to test the app, which aims to save charities time, help them to budget more effectively, and offer more targeted help to supporters.

thankQ provides fundraising and CRM software to over 200 not for profit organisations, and the thankQ JustGiving module allows charities to communicate directly with JustGiving to bring fundraising pages, along with their donations, directly into [thankQ](#). This functionality allows charities to upload custom CRM codes to JustGiving at both event and page level. The module eliminates the need for manual processing.

The apps have been developed using JustGiving's open platform, which allows any third party to develop new tools using JustGiving's fundraising and reporting technology. Earlier this year, around six in ten (61%) of charities surveyed by JustGiving reported their interest in connecting JustGiving with their fundraising database. Less than a third (30%) of charities currently send regular and targeted communications to supporters.

Carolyn Bray, Fundraising Manager at Sands, who has been trialling thankQ's tool, comments:



“For the first time ever, we can capture the details of individuals who have donated to a JustGiving page and who want further information about Sands. We’ve never before had the capability or capacity to do anything with that level of information. In the last financial year we received 1,490 individual direct donations generating in excess of £64,500. Of these donors more than half indicated they would like further contact from us. The ability to capture this data and engage with each one has now become a reality for us.”

Howard Bell, Director of Partnerships for [JustGiving](#), said: “Over the past few years we’ve invested in building a completely open platform, allowing us to innovate with third parties to create new and better ways for charities to use our tools. It’s really exciting to be in a position to launch these new apps and we believe they will provide lots of added value for our charity members.”

The tools are part of a growing number of giving apps being developed by third parties using JustGiving. In 2010 JustGiving transformed from a website to a platform with the release of a suite of APIs (application programming interfaces). These web services allow other partners and third parties to leverage JustGiving technologies to create new giving applications and businesses.

Joseph Devine from Salesforce.com Foundation, commented, “JustGiving’s open platform has allowed us to bring together our relative expertise to create a best of breed CRM product that is available for any charity, no matter their size. We believe SupporterCRM will be revolutionary for charities, helping them to better tailor their supporter care and completely streamlining their reporting processes.”

Salesforce and JustGiving will be offering charities free tech consultancy at the Institute of Fundraising tech lab at the Iof National Convention 2012.

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**[About JustGiving](#)**



JustGiving ([www.justgiving.com](http://www.justgiving.com)) is the UK's largest online fundraising platform and has helped 1.4 million people raise over £1 billion for more than 13,000 charities since 2001. In 2009, JustGiving's CEO Zarine Kharas was awarded the RSA's Albert Medal for "democratising fundraising and technology for charities" and JustGiving was awarded the "Best Use of Technology Award" at the Sunday Times Tech Track 100 Awards. JustGiving has been named Experian Hitwise Number 1 Award winner for 2011, based on market share of visits among all United Kingdom websites in the Hitwise Community category.

### **About thankQ**

thankQ Ltd was founded in 1992 as a partnership consultancy. The company's philosophy is to help organisations get the most out of their IT systems. thankQ provides the thankQ CRM software for not for profit organisations including fundraising, membership, events and document management, and flexible workflow.