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management, enabling AccuFund to expand its accounting solution for non-profits.

Isaac M. O'Bannon • Jun. 26, 2012



Non-profit accounting technology developer AccuFund, Inc. has announced it has acquired Outreach Suite, an online software-as-a-service (SaaS) solution providing fundraising capabilities and constituent relationship management (CRM). Outreach Suite complements the AccuFund Accounting Suite's Fund Management capabilities to offer non-profits an extended accounting solution. Outreach Suite will be rebranded as AccuFund CRM.

Outreach Suite runs on the Force.com cloud platform. AccuFund CRM will provide a

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solution,” stated Peter Stam, president of AccuFund, Inc. “By acquiring Outreach Suite, we can both extend our accounting solution for our non-profit customers and reach new areas of the non-profit market with robust fund raising and accounting tools.”

AccuFund CRM will enable non-profits to easily and effectively manage fund-raising activities such as forecasting and managing donors, pledges and contributions, and incorporate those activities with general accounting processes by dynamically linking to the AccuFund General Ledger (GL) and Cash Receipts modules.

AccuFund CRM will provide greater control over fund-raising activities by including approval processes for fund-raising transactions and workflow rules that ensure that anything happening on the fund development side will appropriately transfer to the accounting side. AccuFund CRM will also allow non-profits to forecast future fund-raising income, track donations from specific donors and create and view fund-raising transactions in detail or summary.

With AccuFund CRM, customers will also obtain the same quality of service and support that is received with the AccuFund Accounting Suite.

Nonprofit • Technology

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