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## Salsa CRM

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

For organizations that prefer more traditional fundraising, or perhaps want to pair it with its online counterpart, Salsa CRM is an excellent option. Designed to streamline donor data while making it easier to create compelling, personalized messages to donors, Salsa CRM tracks donation history, contact data, donor demographics, and even social media accounts. The donor profile is easily navigated, and there is even a place to enter the names and type of pets a donor may have. There is also a cultivation schedule that can be utilized, and a photo and personalized notes can be added to any donor record.

You can also create and manage direct mail campaigns in Salsa CRM using the built-in word processor. You can create a variety of custom letters for all of your donors and use the Query Wizard to determine which donors should receive which letter, making it easy to ensure that your major donors receive a completely different letter than your smaller donors. The product also offers built-in mail merge capability for added convenience.

Used together, Salsa Engage and Salsa CRM will cover just about any type of

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