



# SAGE FUND ACCOUNTING NEWSLETTER

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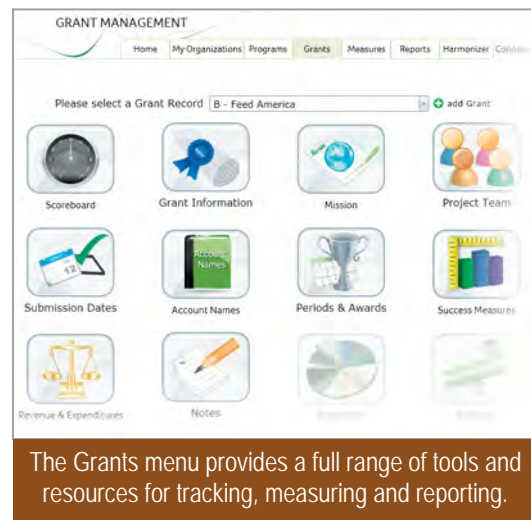
## Introducing Sage Grant Management

### Web-based Technology that Helps You Win More Grants

If you're a grant-funded organization, you already know that cuts at the federal, state, and local levels are making it a real challenge to fund your programs and services. In fact, studies show that total dollars awarded have fallen off considerably in just the past couple of years. Against this backdrop, it's even more important to run a lean operation, keep overhead costs in check, and explore every funding option available. And that's exactly what the new web-based Sage Grant Management tool can help you do. Let's take a look.

### Time to Ditch the Spreadsheets

For many grant-funded organizations, acquiring, managing, and reporting on grants is time consuming and inefficient. In many cases, the process involves disparate systems, manual data entry, and a slew of spreadsheets which can be error prone and downright inefficient. But the new Sage Grant Management offers a web-based application that acts as your central hub. The technology helps to formalize your grant management process, standardize workflow, and easily track the 'who, why, and when' of all correspondence throughout the grant application process and follow-up stages.



### Structure and Efficiency

Sage Grant Management delivers a technology platform that allows you to efficiently apply for — and win — more grants, demonstrate performance to earn more grant renewals, and manage every stage of the grant life-cycle, from application to budgeting, reporting, and final close-out. And because it's web-based, you get the benefit of online document management and sharing capabilities so that anyone involved in the process has access to the documents and information they need to keep things moving and maximize your funding potential.

### Grant Tracking and Reporting

Grant and program-specific reporting on budgets, success, and performance are all included. Application phase tracking, grant distributions and allocations, reimbursement entry, and historical tracking of all renewals and extensions also comes standard. With integrated "scoreboards," you have at-a-glance performance visibility enabling corrective actions before the end of a grant or program period. And since it's developed by Sage, it's no surprise that the new Sage Grant Management seamlessly integrates with your Sage Fund Accounting software.



Download the [Sage Grant Management brochure](#) to learn more about this exciting new tool that can help you leverage technology to win more grants. Or contact us with your questions.



Authorized Partner

# Testing the Waters with Social Media

By now, you probably know that social media is reshaping the nonprofit landscape. Sharing your stories of success and other engaging content with followers on Twitter, friends on Facebook, and connections on LinkedIn has become a very powerful way of driving awareness of your mission and, for some, generating donations. If you haven't already tested the social media waters, here are a few things to consider.

## Dip Your Foot and Give It a Try

Social media is not just another trend. It has become a routine part of the way people connect and communicate with each other. If your nonprofit is still in "wait and see" mode, it's time to test the waters by connecting with a few nonprofits that **ARE** using social media. See what they say, how they say it, who they engage, and what tools they use. That will go a long way in helping you understand this brave new frontier and maybe open your eyes to how social media can work for you. The way in which you use social media tools will depend on your mission, your goals, and your audience. But the first step is to join these online communities, then watch and listen for a while.

## Focus on Just a Few Tools at First

While the universe of social media options can seem overwhelming, there are a handful of platforms that have widespread appeal and should be considered in your plan:

- **Facebook** – now the largest and fastest-growing social media website with over 150 million users, it's a good idea to set up a nonprofit page on Facebook at <http://www.facebook.com/nonprofits>.
- **Twitter** – another simple and powerful way to build an online community of "followers" and tweet your mission 140 characters at a time.

- **LinkedIn** – Recently reaching a milestone of over 100 million users, LinkedIn has become the Facebook of the business world providing you with an opportunity to connect with colleagues and network with other nonprofit community leaders. An article online, [3 Simple But Powerful Ways Nonprofits Can Use LinkedIn](#), provides fantastic tips for getting started.

## It's Cost-Effective

When compared to the legacy costs and diminishing returns of other forms of marketing like direct mail, social media is amazingly low-cost (free in most cases), low risk, and offers potentially tremendous rewards. It's remarkably flexible, surprisingly fun, and offers exciting potential for raising awareness ... and money!

## SOCIAL MEDIA ADOPTION & SUCCESS AMONG NONPROFITS



Based on a survey sent to over 7,500 subscribers to the Chronicle of Philanthropy, this 8-page guide provides insight about how nonprofits are using social media in their fundraising and outreach activities. It provides important statistics about participation rate, tools that are used, measurements of success, and much more.

[Download Your Copy Now!](#)

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