



Meet MISSION

THE GAME-CHANGING DONOR
MANAGEMENT AND FUNDRAISING
CRM BUILT ON MICROSOFT CLOUD

Connect-the-dots and build meaningful
relationships with your supporters

Say sayonara to data silos and disconnected, single-department solutions. And say hello to MISSION CRM which delivers a unified view of your donors by connecting fundraising, financials, marketing, volunteering and more.

See the full picture of your donors, their gifts, interactions and connection points, and leverage it to better communicate, build relationships and craft engagement strategies which resonate.



Built for nonprofits with sophisticated
development and financial operations

Streamline your everyday activities with our innovative features and functionality which unite frontline fundraisers to the back-office finance team – all within a single system which is tailored to suit your organization’s specific needs.

With MISSION CRM, you unlock the power of Microsoft Cloud for Nonprofit, including Volunteer Management, the Likelihood to Give AI model and so much more. All built on the Microsoft Power Platform and hosted in Azure.

Let’s talk @ missioncrm.ca/contact/





Maximize your efficiency with a MISSION mindset

If you're a Microsoft-based nonprofit, you'll recognize the interface and productivity tools like Teams and Excel, and the integration with Outlook and Copilot makes you feel right at home, right away.

MISSION CRM unites your team and streamlines everyday processes and save precious time:

- **A unified view of your donors**
MISSION CRM delivers a unified view of your donors by connecting fundraising, financials, marketing, volunteering and more. See the full picture of your donors, their gifts, their interactions and connection points, and leverage it with a view to better communicate, build relationships and bring them closer to your organization.
- **Drive online giving revenue**
Support the growth of your digital fundraising strategy and drive donations via our configurable online donation, event registration, crowdfunding and peer-to-peer giving pages. Donations processed via the online pages seamlessly flow into the system in real-time where they are acknowledged and receipted automatically.
- **You've got moves**
Identify and engage supporters with insights from Microsoft's Likelihood to Give AI model or DonorSearch. And maximize your team's potential with configurable workflows and automations with a CRM built for nonprofits to make the most of your valuable time. With moves management, you can follow a prospect from to major gift, manage portfolios, track progress and access everything you need on-the-go.
- **Supports sophisticated and seamless financials**
Our designation and sub-ledger functionality are designed to support your sophisticated accounting structure of revenue tracking for general ledger integration.

Rise

AND ACCELERATE YOUR MISSION

Stop wasting time with disconnected, single-use solutions. Make the most out of every day with our innovative features and functionality designed to maximize your capacity, income and impact.



- **Got Mail? Acquire, Attribute. Analyze.**
Coming soon! A robust direct response module to meet your omni-channel needs from acquisition to attribution to analysis, along with innovative features to support segmentation, data enrichment and seamless connection to Microsoft Dynamics 365 Customer Insights.
- **Execute effective marketing campaigns**
Bring donors closer to your organizations with communications which leverage the intelligence inside MISSION CRM to build richer relationships via segmented campaigns and donor journeys with Dynamics 365 Customer Insights and see the communications and insights right on the donor record.
- **Pre-built integrations + interoperability**
Reduce costs and complexity from the get-go with our pre-built integrations with payment providers, ticketing, prospecting, data verification and enrichment, matching gifts and more. Speak seamlessly with everything connected to the Microsoft and easily integrate with any third-party data source using Microsoft's Power Platform API, so you can maintain a unified home for your data.

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