



## Effective changes need strong and reliable partners



**Efficient fundraising and transparent evaluations require professional administrative structures. missio avoids unnecessary bureaucracy and specifically invests in smooth processing in fundraising and in accounting as well as the deployment of qualified employees. It can only be ensured that the funds are used where support is needed most if the donations are purposefully administrated. Streamlined processes make a considerable contribution towards efficient administration of donated funds. This is why missio has relied on unitop NPO Fundraising - the high-performance standard software for fundraising organisations - since 2013. The Microsoft Dynamics NAV based solution was implemented by the IT service provider GOB Software & Systeme from Krefeld.**

The „Internationale Katholische Missionswerk e. V. missio“ is one of the largest aid organisations in Germany and promotes the development of the Catholic church in more than 80 countries in Africa, Asia and Oceania. missio has displayed the DZI charity seal - the seal of quality for reputable fundraising organisations - since 1994. With 33 million Euros annually, missio finances around 2000 projects. The demands on the software are equally high.

### EVERYTHING FROM ONE SOURCE

„The decisive thing for us was to have software that will still be available on the market tomorrow and therefore give us high investment protection,“ says project manager Frank Derichs describing the reasons for the change. „The decision was then made for unitop NPO Fundraising based on Microsoft Dynamics NAV – a branch solution that meets these conditions in a specific way.“ Above and beyond that was also a strategic decision: having two large providers in the organisation – Microsoft for fundraising management and SAP in administration – would not have been able to administrate by missio. Moreover, the old solution did not exactly convince with its flexibility. An external consultancy agency from RWTH then established that Microsoft Dynamics NAV is the more flexible software.

### A STRONG AND RELIABLE PARTNER

After a detailed review of various providers, GOB proved to be the ideal partner. As a market leader in the field of branch software for fundraising organisations, GOB has extensive knowledge from a number of projects in this area. „With GOB we have found a partner who has a certain flexibility and endurance, employee lots of people and knows how things work in fundraising. Furthermore, there are permanent contacts and there is always someone to help with any problems,“ says Derichs. „The detailed advice, high branch expertise and the well-planned project management then convinced us to tackle the project with GOB.“ There is a reason why more than 200 charity organisations trust in unitop NPO Fundraising based on Microsoft Dynamics NAV.





## UNITOP NPO FUNDRAISING- THE FLEXIBLE STANDARD SOLUTION

Not only GOB's many years of experience from similar projects was a criterion for cooperation. „With unitop NPO Fundraising we have found a solution that can be flexibly and individually expanded“, says Derichs. Additionally, the central processes of fundraising, such as payment analysis, donations management and project mediation, are illustrated integrated with finance management. Professional planning, implementation and measuring the success of campaigns well as processing penalties and inheritances are all possible with unitop NPO Fundraising. Analyses will be quick and uncomplicated in future with the integrated BI-Tool. „We have become much quicker here,“ says Derichs delighted. „Certain decisions can be made more quickly and budgets planned more precisely. It helps us a lot in financial accounting and it can be used in the donations department to determine the success of mailing campaigns, for example.“ Of course unitop NPO Fundraising also features all functions for lawful handling of SEPA and E-balance sheets. The standard Microsoft-Office programs are also integrated. Beside the implementation of the fundraising software, the internal intranet was also exchanged for a Microsoft SharePoint based portal.

The software was introduced via the IT project management portal unitop4sure. Frank Derichs describes the advantages of unitop4sure as follows: „The portal was a kind of control element for us. We could view the progress of a project at any time. Approval of the individual requirements was also processed via the portal.“ After all of the requirements were recorded, GOB was officially commissioned with the implementation

of unitop NPO Fundraising in March 2012. „We wanted to introduce the new system in two phases,“ explains Frank Derichs. The perfect time for the change in financial accounting was 1st January 2013 and in donations accounting it was 1st July 2013. The change was gradually completed and it also ensured that the colleagues had enough time to get used to the new program up until the end of the year. „Especially at Christmas time, when we expect a high number of donations, we have to be able to rely on high-performance donations management,“ emphasises Derichs.

The changeover to unitop NPO Fundraising went almost perfectly. The biggest challenge was to convince the employees of the new software. The similarity to Microsoft Office quickly led to high acceptance. 50 users currently work simultaneously with the new software. „We had given ourselves a tight schedule for implementation of the new solution and GOB implemented the project within this time frame,“ says project manager Frank Derichs delighted about the successful project processing achieved within just 18 months.



### Scope of services in the project:

#### missio - Internationales Katholisches Missionswerk e. V.

- |                              |                         |
|------------------------------|-------------------------|
| ▶ CRM/donations management   | ▶ Financial accounting  |
| ▶ Campaign management        | ▶ Assets accounting     |
| ▶ Payment analysis           | ▶ Cost accounting       |
| ▶ Inheritance administration | ▶ ERP                   |
| ▶ Project mediation          |                         |
| ▶ Transfer donations         | ▶ DMS                   |
| ▶ Membership management      | ▶ Intranet              |
| ▶ Loans processing           | ▶ Business Intelligence |

### Project Management missio:

Frank Derichs, Head of administration department  
Ludger Pötter, Head of fundraising department