virtuous + Classy
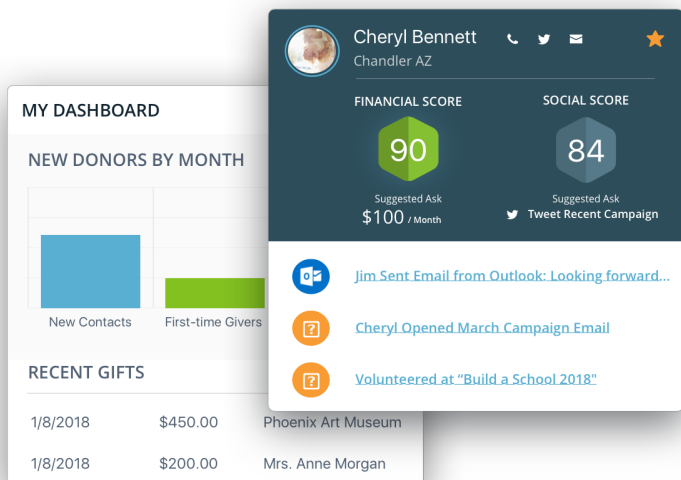
Build Better Donor Relationships with Less Hassle

VIRTUOUS CRM

Get to Know Your Donors

Virtuous is simple enough to serve your entire staff, but feature-rich enough to meet all of your complex fundraising needs.

- Easily manage contacts, gifts, notes, tasks, etc

- Connect donors & see value of giving "networks"

- Scrape social profiles, pictures & public data

- Integrate with your Gmail or Outlook account

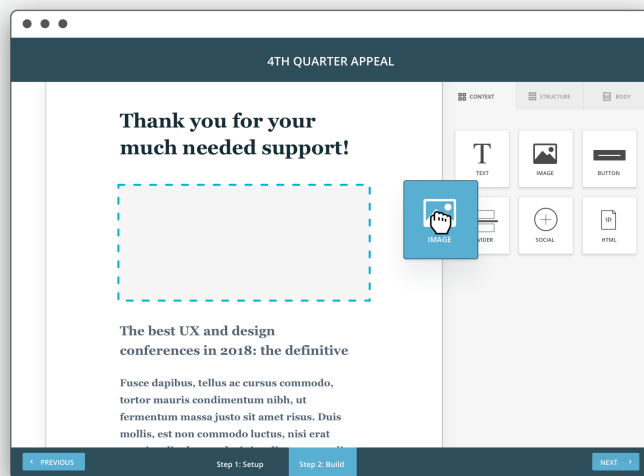- Use predictive analytics & donor scoring to help make the right ask at the right time

VIRTUOUS MARKETING

Email & Automation to Personalize Donor Communication

Robust email marketing automation plus the ability to automate tasks, letters and other data. Virtuous Automation helps grow giving by **personalizing your donor communication**

- Build & automate marketing series by persona

- Easily create and send bulk email

- Sync email lists with dynamic donor searches

- Merge in donor fields to increase response rates

- Monitor open & clicks at the donor level

"Virtuous is designed as a capable partner for today's high touch fundraiser who works to build relationships across multiple channels and understands that networks are as important as gifts"

- Otto Monroy, Logos Academy

Schedule a Personal Demo
1-866-329-4009
VirtuousCRM.com