



MINERVA | Fundraising & Donor Solutions

Helping fundraisers understand their donors and raise more funds

Minerva Event Services

Product Data Sheets

Almost all charities have events. Events are a great way of raising awareness, raising funds and engaging your donors. They also build community support, involve your staff and volunteers and build your brand. Events require a lot of planning and preparation and are often planned six months to over a year in advance. If they are not managed efficiently, they can also be highly time-intensive and not earn much of a result. Events are an integral piece of your fundraising and streamlining the process will benefit your staff and your donors.



Mobile

Events are often peer-to-peer based and involve social networking through online pledge pages, Facebook groups and Twitter tweets. Participants use these tools to forward to their friends to ask for their support. MinervaMobile allows these same participants to forward text messages asking for support to their friends' mobile phones. MinervaMobile can be integrated to link back to the participants personal page and their fundraising thermometer will instantly raise.

This is a great way to raise funds, engage your donors and raise awareness of your event.

Receipting

Issuing tax receipts can be a complex and cumbersome task. The receipt must contain all information as per Regulation 3501 of the Canadian Income Tax Act. Did the donor receive an advantage? Does there need to be split receipting? These are just some of the questions that arise when tax receipting for events.

IMS issues over half a million receipts each year. Advantages split receipting, gifts of stock, land transfers, one time gifts and annual receipts – we issue them all. We have the expertise in this area, trust us with your receipting needs.



Reporting

In the Minerva system we also have a complex event management tool. Our event management tool lets you track and manage walks, gala dinners, third party events – everything that your organization categorizes as special events. We have specific tools to manage registrants, participants and attendees. You can also track costs, fees and event details in our system. We have over 10 standard event reports built right in Minerva.


About IMS

Established in 1979, Inquiry Management Systems (IMS) is a full-service database management company that helps acquire, maintain, grow and enhance customer relationships. The Minerva Fundraising Services Division provides fundraisers with complete donation processing and database management services including Mobile Donation processing.

Today, with offices in Toronto, New York, London and Goa, India, IMS services over 1400 customers in the publishing, fundraising and business services industries.

Learn More about our Minerva Event Services

To get started, please call Patrick Durbano at 1-800-263-0669 ext 178 or by email patrick@ims.ca



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