



# Moore CRM

The CRM You've Been Asking For

## BUILT SPECIFICALLY FOR FUNDRAISING!

Most CRMs treat fundraising as an afterthought. They were adapted from sales teams and commercial organizations, leaving you to work around features that aren't built for fundraising.

**Moore CRM is different.**

Built specifically for fundraising and supported by a dedicated account team of experienced fundraisers, Moore CRM handles every stage of the donor lifecycle. Manage donor relationships, campaigns, gifts, events, and reporting in a single platform, without the complexity and hidden costs.



### DONOR GIVING HISTORY

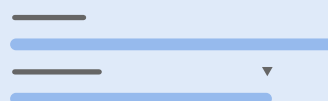


### CAMPAIGN RESPONSE RATES

**+27%**



### AUDIENCE SEGMENTATION



# What Moore CRM Delivers



## Donor Intelligence Across Channels

Reach donors across every channel they use, segmented by what actually moves them to give.



## Moves Management for All Giving

Track pipelines, cultivation, and correspondence across annual giving, major giving, grants, DAFs, and events.



## Designed Around Your Organization

Customized workflows, integrations, and reporting tailored to how your team works.



## Powerful Reporting & Analytics

Optimize your campaign performance with interactive dashboards and tailored analytics, all from your browser.



## No-Stress Implementation

From data conversion and system configuration to training and support, our dedicated account management team leads the process from start to finish.



## What Clients Are Saying

They guided us through the process and handled the obstacles very efficiently and quickly. Moore is the right team we were looking for and can depend on. The Moore CRM system is robust, easy to use and has excellent flexibility.

-Zeting Wang  
Director of Direct Response, NFCR

## READY TO UNIFY YOUR FUNDRAISING OPERATIONS?

See how Moore CRM can unify your fundraising operations.

Request a personalized demo or connect with your Moore team.



Request a personalized demo today!

[wearemoore.com/moore-crm](https://wearemoore.com/moore-crm)