

TowerCare Technologies Announces New Fundraising Functionality for Food Banks and Other Nonprofits

PITTSBURGH, PA (August 21, 2012) – TowerCare Technologies announced the release of DonorPro 9.0 [nonprofit software](#) with new features to streamline coding, tracking and reporting for all types of solicitations and direct mail campaigns. These new features include tools for integrated fundraising campaigns, automated direct mail, barcode scanning, tracking success metrics, and list segmentation for accurate and successful outreach.

Food Finders Food Bank, of Lafayette, Indiana, a DonorPro client, provided a practical perspective for the enhancements. Using their experience and expertise in direct mail and targeted fundraising, the collaboration led to new functionality that will save time and ensure accuracy.

“The barcode scanning feature is efficient and saves us a lot of time compared to manually inputting that information,” says Kier Crites, Director of Development at Food Finders Food Bank. The direct mail functionality within the [DonorPro donor database](#) is “used daily and is essential to our fundraising. A good portion of our fundraising revenue is generated through direct mail.”

DonorPro 9.0's direct mail and integrated fundraising enhancements will “benefit all nonprofits by saving them time while raising more money and ensuring accurate, clean data,” said Donna Myers, TowerCare Technologies president. “This functionality is especially useful to food banks and to other nonprofits who run many large direct mail campaigns and compliments DonorPro's powerful mail merge capabilities.”

About Food Finders Food Bank

Since 1981, Food Finders Food Bank has been a critical component of the welfare of Tippecanoe and 15 surrounding counties in Indiana, providing food to member agencies, advocating for the hungry and educating the public about hunger related issues. Food Finders Food Bank distributes more than 6 million pounds of food annually to a network of non-profit organizations that work to alleviate hunger throughout Mid-North Indiana. Learn more at www.food-finders.org.

About TowerCare Technologies

TowerCare Technologies, Inc. is the company behind DonorPro, an affordable and easy to use CRM and donor management system with online fundraising tools for all types of non-profits. Founded in 2002, TowerCare Technologies is a privately-held company headquartered in Pittsburgh, Pennsylvania. DonorPro increases donations, streamlines workflow, increases staff productivity, and enhances personal communications with prospects and donors. Learn more at www.towercare.com.

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