



| Silverbear Membership

Silverbear Membership Host Driving Optimum Efficiency for Fundraising Seminar

Guildford, 23rd June 2011: Silverbear, a leading provider of membership and not for profit software in the UK, has today announced they will be hosting a Driving Optimum Efficiency for Fundraising seminar at the RSA in London on Wednesday 13th July 2011 aimed at Not for Profit organisations.

Given the backdrop of the current economic climate, Not for Profit organisations must be able to show value to their members and to ensure that the services offered accurately reflect their members' needs.

As such Silverbear recognises that Not for Profit organisations are under increasing pressure to make the most of their fundraising and membership strategy and are hosting the seminar to enable Not for Profit organisations to learn about how online technologies can enable them to improve fundraising effectiveness.

Dave Langran, Membership Services Director for Silverbear comments: "By investing a little bit of time, we hope to demonstrate how Not for Profit organisations can deliver new and innovative ways to engage and communicate with members and supporters. With Microsoft's attractive pricing for Not for Profit and charitable organisations, world-class solutions, are now becoming more accessible via the web and will bring Not for Profit organisations fundraising management to a new level, whilst still reducing costs."

Attendees will be able to listen to a Keynote session and hear case studies from the Youth Hostel Association, Industry and Parliament Trust and a guest speaker from Microsoft. The seminar will focus on the benefits of adopting a cost-effective, simpler approach to Fundraising Management, in particular how to;

- Adopt Cloud technologies to improve member engagement
- Drive optimum efficiency for fundraising
- Increase fundraising effectiveness
- Improve donation management
- Enhance the member and supporter experience.

To learn more about this morning event please contact Silverbear Membership through one of the following channels: email: membership@silverbear.com , telephone 0800 342 3060 or simply register for this free seminar online

<http://www.silverbearmembership.co.uk/ResourceCentre/SilverbearEvents/NotforProfitSeminarJuly2011.asp>

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About Silverbear Membership

Silverbear Membership Management Software solution is part of the portfolio of solutions from Silverbear Ltd. Employed within societies and membership organisations throughout the UK, Silverbear Membership Software helps organisations to build, define, examine, inform and communicate with existing and potential members.

Contact Silverbear

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