

e-RECEIPTS That's The Ticket

Sending Tax Receipts is Transformed from an Obligation to an Opportunity

Now you can immediately deliver donor tax receipts and a *personalized* thank you message via an *automated* process that *engages* donors and simplifies your life.

Here's How e-Receipts Works:

1. You receive donations via web, email, mail, or an event.
2. This data is then transferred to the *e-Receipts'* secure servers.
3. The *e-Receipt* engine creates a customized email, with copy and pictures personalized for the donor.
4. The email is quickly delivered to the donor in the correct language.
5. The email links to other content to deepen donor engagement.
6. You view your program results then easily refine the program to improve success.
7. Donors are happy for the quick, personalized acknowledgement.
You're happy because you've automated and optimized your program.

The diagram shows an email interface with several callouts:

- e-Receipt Sent Automatically**: Points to a globe icon in the top left.
- Delivered Quickly**: Points to a button labeled "Your tax receipt" in the top right.
- Security Protected**: Points to a lock icon in the top right.
- Dynamically Generated**: Points to a chalkboard image with math problems.
- Personalized**: Points to the salutation "Dear Susan,".
- Translated If Needed**: Points to the main body text of the email.
- Variable Content**: Points to the main body text of the email.
- Drives Engagement**: Points to the signature "Sincerely, Ellen J. Johnson, Executive Director".

The email content includes:

Dear Susan,

Thank you for your contribution to our *Educate Africa* effort. You have helped change the course of some amazing children's lives!

To learn more about how your gift will be used, please [click](#). Thanks again!

Sincerely,
Ellen J. Johnson
Executive Director

**Your ticket to happier donors
is a phone call away.
Call us at 1-800-248-9834.**

Ask our experts about...

Database Management

Innovairre's experts can do it all:

- Full service/active management
- Turnkey solutions
- Covering all data inflows & outflows
- Around the clock access

All supported with proactive account management.

Data Analytics

Innovairre's nonprofit data experts can help:

- Leverage big data on smaller budgets
- Use structured & unstructured data
- Deploy cutting-edge, machine-learning models
- Provide effective, actionable reporting & analysis

Analytics are essential for NPO success. Innovairre has the expertise today's NPOs need.

Masterfile Audits

Innovairre's *Masterfile Audits* prove fundraisers can:

- Lower acquisition costs
- Find donor lookalikes
- Increase reactivation
- Enhance 2nd gift donations

Audits are recommended every 18 months for NPOs with 10,000 donors or more.

24-Hour Thank You Service

Innovairre's *24-hour Thank You Service* drives:

- Higher average gifts
- Greater response
- Increased frequency of giving
- Better conversion

Inquire about our *24-Hour Thank You Service* now. Time is money.

Operations Software

Innovairre offers the next generation of integrated software, built for NPOs:

- Manages everything from CRM activities to crowdfunding to caging
- Is cloud-based, cutting edge & very affordable
- Is available as self-serve software or with hands-on support

Every NPO should find out about the next generation technology very soon.

Merge/Purge

Merge/purge services are not all the same.

Our *Power Purge Technology*:

- Eliminates Up to 25% of Duplicated & Undeliverable Mail
- Saves You More in Printing & Postage
- Offers 72-hour turnaround
- Delivers the highest dupe elimination rates

Demand *Power Purge Technology* for merge/purge. There is no duplicate.



Insights & Expertise



Data & Analytics



Donor Software



Personalization



Direct Mail



Print Production



Digital Marketing



ROI Optimization



innovairre™
innovate for good

Call 1-800-248-9834.

Email: Hello@Innovairre.com • Web: Innovairre.com