



SMART AUTOMATION

Streamline your workflow
by automating tedious
and time-consuming
data management tasks.



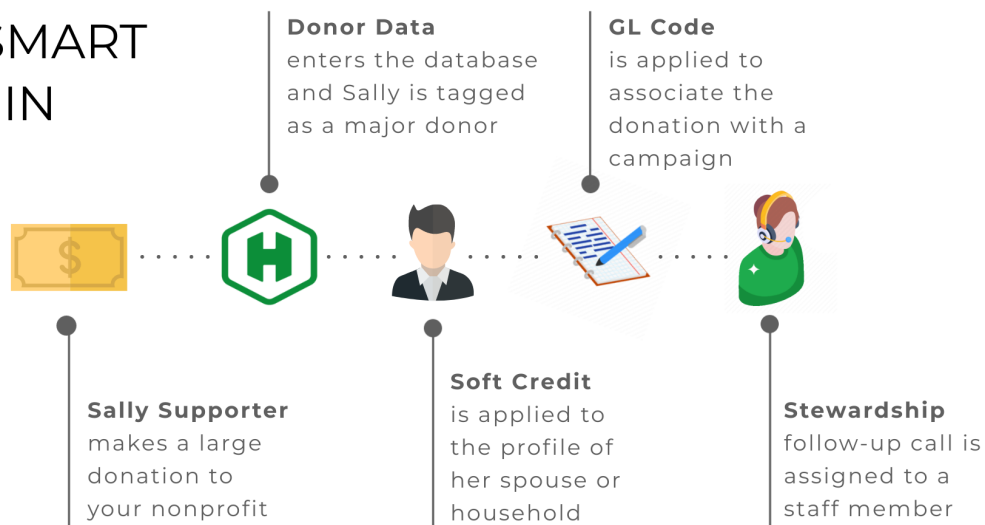
Take Back Your Time — the Smart Way

Humanitru Smart Automation unlocks the full potential of your database to perform complex tasks, and with a level of customization not seen in other platforms. Smart Automation can quickly and easily improve your team's efficiency and save time by eliminating tedious manual processes.

Because Smart Automation is built to match your nonprofit's specific needs, the possibilities are endless! Below is just one example of an automated series of tasks created to ensure that constituent profiles are up to date, accounting notes applied properly, and appropriate stewardship steps taken to help build stronger supporter relationships.

HUMANITRU SMART AUTOMATION IN ACTION

When a donor completes a transaction, Smart Automation ensures that you can save time, retain data, and provide a better supporter experience!





Some of the ways Humanitru Smart Automation can improve operations and deliver the best experiences to constituents:

Accounting Automation

Automatically attach accounting codes, classes, income sources, and more to ensure that all finances are properly tracked and allocated. You can create the custom accounting integration of your CFO's dreams!

Hard/Soft Credit Automation

Record a donation on your supporter's profile while Smart Automation applies a soft credit to any connected constituents, the supporter's household, or specifically-designated donor advised funds.

Tribute Automation

Monitor gifts made in honor of or in celebration of an individual, group, or a cause more easily. Smart Automation allows you to quickly review and analyze donor information and gift totals for each tribute pool.

Gift Mapping

Identify and accurately track donations with a single click! Auto-map gift data to campaigns or special funds, and then monitor performance from your dashboard. Easily segment supporters by their mapped gifts to share their impact.

Membership Mapping

Provide complimentary memberships to major donors or other VIPs. Upon receiving a substantial contribution, automatically activate a member account and notify the supporter via email, all while minimizing demands on your busy staff.

Segmentation Automation

Guarantee that supporters receive tailored and timely messages while avoiding any perception of spam. Use those automated segments strategically and watch engagement and donations climb!