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ANN ARBOR GROUP OFFERS TECH SERVICES TO NONPROFITS

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The Ann Arbor-based Nonprofit Enterprise at Work organization Thursday announced a new service that offers affordable Web site publishing and constituent relationship management tools for clients.

NEW's new NpServ system offers nonprofits software based on Joomla and Salesforce.com.

NEW offers a portfolio of services to nonprofit organizations in Southeastern Michigan and elsewhere in the United States through partners. Its npServ program of technology services uses lower-cost or open source software to increase productivity and reduce administrative costs for NEW client organizations.

Joomla, www.joomla.com, provides software to create Web sites and manage Web content. Many nonprofit groups have set up basic Web sites, but don't have the capability to update them. Joomla's tools allow easy maintenance without technical knowledge. Built-in security features allow staff members from various departments controlled access to update appropriate sections of the Web site.

It offers modules for online newsletters, e-commerce, online donations and event registration and it integrates Google AdSense, a Google program that allows Web site owners to pay only for ads actually viewed by visitors.

SalesForce, www.salesforce.com, is a leader in customer relationship management in the for-profit world. It classifies sales targets, prospects, leads and customers. Translated and simplified for NEW's nonprofit clients, it becomes a tool for tracking donors, prospective donors, volunteers and other relevant important contacts.

For a complete view of services, please visit www.new.org/npserv, or call (734) 998-0160, extension 212, or email fglorie@new.org.

NEW was established in 1993 to manage the NEW Center, a building that provides affordable office space and shared office equipment for nonprofits. It offers a portfolio of services that help nonprofits succeed.

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