



*Exceed! by Telosa™ is a powerful, affordable and easy-to-use fundraising and information management software solution, connecting mid-sized nonprofits to their mission and donors. Exceed! empowers nonprofits to develop stronger relationships with their donors, prospects and other constituents while enabling them to save time, be more productive and get exceptional value.*



TELOSA  
SOFTWARE

A Team of  
Trusted Advisors.

Not an Army of Salespeople.

## VerticalResponse Integration with Exceed! *Premier*

Telosa Software has partnered with VerticalResponse to bring our clients the most easy-to-use, web-based marketing tool that helps you grow your organization through email marketing, online surveys, and direct mail postcards. Sign-up now and get 10,000 emails a month free!

The VerticalResponse interface built into Exceed! *Premier* 6.5 allows users to transfer email addresses and other important information to VerticalResponse as well as bring email information (bounced, unsubscribed) back into Exceed! *Premier*. It's now easier than ever to send newsletters to your constituents or email your membership renewal or pledge reminders. Contact Telosa for more information on Exceed! *Premier* 6.5 and how it can jump-start direct marketing for your organization.

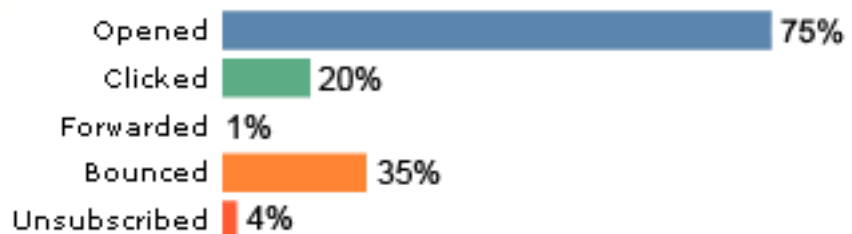
### *Email Marketing*

Whether you are creating a newsletter, event invitation or constituent thank you, VerticalResponse has a range of email creation methods, depending on your level of expertise. Dive in with the entry-level Email Wizard, or if you fancy yourself a techie, utilize your own pre-built HTML. Sign-up now and start emailing for free!

Visit <http://www.verticalresponse.com>

However you decide to create your email, VerticalResponse is chock full of features for no additional cost, including:

- \* New 75,000 Stock Images to use in your emails – no additional fees!
- \* Forward to a Friend – Let your constituents spread your message like wildfire.
- \* Free Image Hosting – Store up to 25MB of images in the Media Library.
- \* Hosted Emails – Add a link to your email so recipients can view the email online.
- \* Spam Check – VerticalResponse's content screening tool scans your email for potential spam terms/phrases so you can adjust your email before you send it out.
- \* Grow your email list with VerticalResponse's opt-in form builder.
- \* VerticalResponse's delivery rates are consistently high because of the careful monitoring of the mail they allow through.
- \* Robust email campaign reporting and tracking of bounced, opened, click throughs and more.





## *Direct Mail Postcard Marketing*

VerticalResponse Direct Mail Postcard Marketing is a powerful tool which enables your organization to keep in touch with your donors and prospects and make them aware of upcoming special events. Best of all it's a solution that takes the hassle out of the entire postcard creation process!

## *Easy Postcard Creation, Printing & Mailing*

Using VerticalResponse's postcard creation tools, you can create, print and send compelling postcards without technical knowledge or an extensive design ability. This easy to use solution is the perfect complement to an email campaign when keeping in touch with constituents or using it as your main marketing tool, marketing to targeted third party lists, and sending a friendly update reminder to recently bounced email addresses.

## *Surveys*

Easily create online surveys to collect opinions and start making more informed organizational decisions.

## *Create professional online surveys in minutes*

Tailor one of many professionally-designed survey templates or start from scratch with the Survey Editor. Translation: drop in your logo, pick layout options like background colors, insert questions and away you go. Pick from a range of question types such as multiple choice, ranking, or free response.

## *Analyze Results & Survey Reporting*

Access powerful reporting tools from a dashboard which allows you to view summary reports, compare responses or apply filters to find specific answers. Download data in multiple formats to export to another program. As always, your data remains private and secure with VerticalResponse.

Visit VerticalResponse today and sign-up for a free account; <http://www.verticalresponse.com>

## Contact Us Today

Whether you're an existing or a new client, you can purchase any of the above services through Telosa. Call or e-mail Telosa today and we'll show you how Exceed! can empower you to spend more time in front of your donors, and less time in front of your computer.

**Empowering Nonprofits to Focus on Their Missions for Over 20 Years**

Contact us for a  
**FREE DEMO CD**  
Visit us at:  
[www.telosa.com](http://www.telosa.com)  
or call 800.676.5831  
to get started.



610 Cowper Street  
Palo Alto, CA 94301  
[www.telosa.com](http://www.telosa.com)  
[info@telosa.com](mailto:info@telosa.com)