

Winnipeg, September 1st, 2015

**The Jewish Federation of Winnipeg is pleased to announce the successful implementation of SPARC (System for a Passionate Approach to Relationships and the Community)**

Elaine Goldstine, Interim CEO, announced the successful implementation of the new Constituent Relationship Management platform, SPARC.

“SPARC brings a state-of-the-art technology solution that enables the Jewish Federation of Winnipeg to strengthen constituent relationships, boost efficiency, and raise more funds. SPARC empowers the Jewish Federation of Winnipeg to build deeper and more personalized relationships with supporters. It helps us achieve organizational efficiency by eliminating the duplication of information technology infrastructure. It also enables the success of individual programs by allowing them to focus on local mission delivery while standardizing processes across the entire organization, building deeper and more personalized relationships with the community.”

Some of SPARC Key Features:

- Achieve a Unified Constituent View—Bring information from different departments together to achieve a cohesive view of our constituents.
- View Multi-Dimensional Relationships—See constituents across disparate affiliate, departments, and programs.
- Increase Understanding of Constituents—Use a complete view of relationships and build an institutional memory by easily recording every constituent interaction.
- Track and Monitor Constituents across their Lifecycle—Move donors through giving levels more efficiently and effectively and monitor constituents across the lifecycle
- Plan, Organize, and Manage Fundraising Events—Manage comprehensive events and associated sub-events.
- Measure Ongoing Performance—Use reporting to evaluate and measure performance at varying levels within your organization.
- Increase Efficiency across the Organization—Eliminate redundant processes, data, and costs with an effective consolidation of disparate systems.

SPARC is the Jewish Federation of Winnipeg implementation of the industry-leading fundraising Blackbaud Constituent Relationship Management platform.