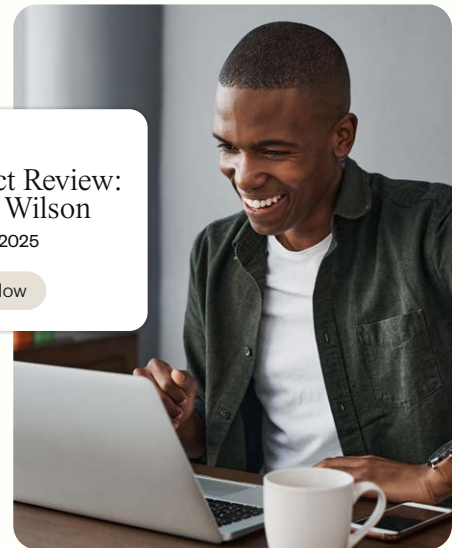




A new era of constituent management.

Dramatically improve productivity and track everything with a powerful CRM built by practitioners for practitioners. *ascend* leverages the power of the Salesforce platform but tailors it for fundraising and advancement.

TASK
Prospect Review:
John T. Wilson
Due: 05/16/2025
[Review Now](#)



Modern, future-proof system of record.



ONE SOURCE OF TRUTH

See all constituents and donors at a glance.

Get a comprehensive view of constituents and a complete picture of your operations by seamlessly connecting all your data and tracking every interaction.



AUTOMATION

Optimize your entire fundraising operation.

Create a more personalized donor journey, simplify portfolio and moves management, expedite gift entry—and boost generosity, all while reducing manual work.



RELATIONSHIP MANAGEMENT

Build strong constituent relationships.

Effortlessly segment donors, personalize communications, automate email responses, and utilize advanced analytics to enhance fundraising campaigns.

Features that help you *work smarter*.

Powerful Database

Manage complex householding and entity groupings, understand relationships, track multiple addresses, and discover important insights such as giving history.

Data Integration

Process data from multiple sources, automatically address inaccuracies, and swiftly create or update constituent and organization details without requiring manual intervention.

Prospect Management

Optimize fundraising and engagement with recommended actions triggered by prospect activity, comprehensive operational reporting and deep analytics, and intuitive management tools.

Gift Processing Made Easy

Breeze through complex pledge commitments, leverage bulk processing, and expedite gift matching, with an automated system designed to save time and ensure data integrity.

Grateful Patient

Compliant with HIPAA, hospital foundations and medical entities can conduct all necessary activities for prospect development of grateful patients, including, obtaining physician feedback, assigning prospects, creating contact reports, and more.

Mobile and Web Access

Access complete constituent profiles in real time from anywhere, whether you're on the go or at your desk, enabling you and your team to take timely actions.

A flexible system tailored to *your* unique needs.

Whether you're looking for an out-of-the-box purpose-built system, or you need a tailored version unique to your organization, you get the best of both worlds with Kindsight. *ascend* gives you maximum flexibility, robustness, and scalability because it's built on Salesforce.



Join a *thriving* advancement and fundraising community.

Our *ascend* user community, technology and certified implementation partners, and thought leaders all come together to create a collaborative ecosystem dedicated to evolving fundraising and advancement. And because *ascend* was built by practitioners (with 600+ years of combined experience), you can rest assured that it overcomes the traditional pitfalls of a CRM built for the for-profit world.

Better *together*.

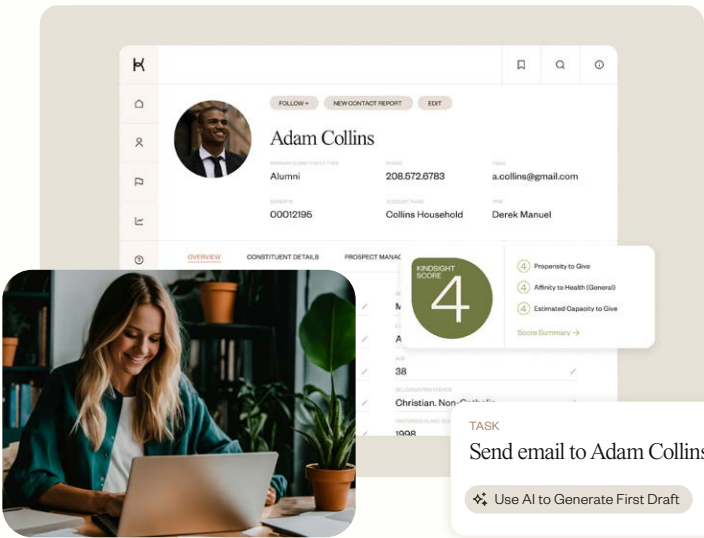
Kindsight's *ascend* is just one piece of the Fundraising Intelligence platform powering modern fundraising. The complete platform combines donor data and insights, AI, and automation so you can discover, engage, and steward donors like never before.

 iwave

Find your people.
Discover and qualify ideal donors with the industry's most accurate and comprehensive donor data.

 engage

Engage with donors.
Send the right message, to the right person, at the right time. Kindsight's AI will even write the first draft.



 connect

Build a community.
Stay connected to constituents and inspire action with our integrated constituent portal.

 ascend

Manage it all.
Experience a CRM designed specifically for advancement, healthcare, and nonprofit organizations.

Becky Johnson, Director of CRM Systems, Purdue for Life Foundation

"ascend's integration management tools and the way they work together is amazing. In less than 2 working days we were able to review and process 24,049 biographic updates and 27,855 gift transactions."

Ready to take fundraising to the *next level*?

Get started with *ascend* today.

Talk to an expert

1 (800) 655-7729
info@kindsight.io
kindsight.io/ascend