



Arts & Culture

The Boston Conservatory
www.bostonconservatory.edu

Why JMT?

- Real-world knowledge coupled with product knowledge.
- Customized training using HFH's data.
- Experienced, approachable staff.

"Sage Fundraising 50 is the storehouse of our active and potential supporters...we found the JMT team to be knowledgeable and friendly."

*-Richard Bass,
Gifts & Database Manager
The Boston Conservatory*

The Boston Conservatory Looks to JMT Consulting Group as One Stop Shop for Fund Accounting and Fundraising Software

Founded in 1867, The Boston Conservatory has shared its music, dance and theater talent with the city of Boston and the nation. The Boston Conservatory presents more than 200 performances each year by students, faculty and guest artists. "We are a college which trains performing artists so that when they leave they are ready to be professionally active in their respective fields," explains Richard Bass, Gift & Database Manager for The Boston Conservatory.

Eleven years ago, through a local user group meeting, The Boston Conservatory was introduced to JMT Consulting. They went on to purchase Paradigm (now Sage Fundraising 50) from JMT and later Sage MIP Fund Accounting. "We found the JMT team to be knowledgeable and friendly," recalls Bass.

"Sage Fundraising 50 is the storehouse of our active and potential supporters," says Bass. "From the simple demographics of geography to the interest of the donor, for example music, dance or stage, to complex intelligence such as marital status, the system

makes each donor's profile, however complex, easy to access."

Bass relies on access to the information on all levels of gift tracking on a variety of campaigns, "I look to Fundraising 50 to provide the necessary information, whether it's a routine campaign, like our semi-annual direct mailings to something as critical as the tracking of major donors. I also use the information to customize appeals based on the preferences of the donor."

The Boston Conservatory is a jewel in a city rich with history and activity. As its student artists prepare and participate in a variety of performances available to residents and visitors to Boston, Bass will continue to fine tune and improve his campaigns so that The Boston Conservatory will continue to perform well into the future.



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