



# WINDEV's helping hand for WWF

The WWF association uses the MD2 software built by EuroWin with WINDEV, to manage its donation collection campaign

WWF



WWF pour une planète vivante

## The company

The WWF (World Wildlife Fund) is the number one worldwide association for nature protection.

The WWF has over 4.7 million members all over the world.

The organization relies on a network spread over 96 countries that offer over 12,000 nature protection programs. The WWF's skills in science are recognized worldwide.

## Project leader

**EuroWin** is an IT solutions editor in the Direct Marketing area.

**Gilles Gentais** is its director.

## An idea + a prototype with WINDEV = Success!

Many associations ask for donations to support their projects and above all to complete their mission.

*"In 1998, we identified the need of associations for rigorous management in the donation collection phase. It had to be done quickly to fill this need. In technical terms we went for a market standard, WINDEV, known for its productivity. We were able to start working with it immediately and it allowed us to build a prototype that we then presented to our potential clients, Direct Marketing specialists.*

*After being won over by the automatic features and the UI, our project successfully started thanks to WINDEV", says Gilles Gentais.*



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## A CRM to optimize WWF's donation collection and tracing

MD2 covers the donor relation management (donation management) as well as subscription management, purchases (product catalogue: teddy bears, toys, books,...) and dues (to become a member of the association), direct debit, sponsoring and also volunteer management (mail, invitations,...) and administrators. The whole system is conceived in a way that will provide the maximum transparency and traceability (auditors, account commissaries, public,...).

All the history of events is kept, mailings sent, emails and phone calls made and received, mail received and the responses made.

## Interface with SAGE, CIEL, CCMX and ETEBAC

The solution also has an accounting interface with SAGE, CIEL, and CCMX and edits the fiscal receipts (contact, offer, amount).

*"All the features in WINDEV are at the developer's service.. You want to export to Excel? It's automatic. You need business charts or to export to a text file to dialogue with*

*an accounting system on the market? An assistant helps you. WINDEV has amazing help when it comes to developing", recognizes Gilles Gentais with enthusiasm.*

In the case of direct debit, MD2 manages the ETEBAC protocol to communicate with the bank.

## Help in Decision Making: Hyper File protects and improves the data

MD2 covers all functions specific to direct marketing (segmentation, campaign management,...) and offers a number of statistics charts and analysis tools: donation periods, the quickness of responses, pyramid analysis, seniority, date and type of deposit, campaign comparison, RFM scoring,...

Over one hundred analyses are available.

*"The Hyper File database is used by WWF as well as by all the associations that have adopted MD2. The response times are always excellent no matter what the complexity of the queries and the volume of data", says Gilles Gentais happily.*

## 30 million records: Hyper File omnipresent

The success of MD2 has seduced many associations such as: The National League Against Cancer, Sidaction, Terre des Hommes, this represents over 30 million addresses managed in the Hyper File Database.

*"In addition to its power, its free deployment has contributed undeniably to MD2's success", concluded Gilles Gentais.*

