

Soft Trac Joins Orange Leap Reseller Channel

DALLAS, Texas, Nov. 27, 2012 (SEND2PRESS NEWSWIRE) – Orange Leap (www.orangeleap.com) announced today that nonprofit technology and solution specialist, [Soft Trac](#) has been authorized to sell Orange Leap, a cloud-based constituent relationship management (CRM) solution. Soft Trac serves nonprofits in the Northeast and is based in Falmouth, Maine.

“With Orange Leap, we offer our nonprofit clients a highly scalable fundraising solution that is affordable. Among the greatest benefits of choosing Orange Leap as their donor relationship management solution are ease of customization and providing a web-based platform,” said Soft Trac President Darla Hamlin.

“Nonprofit professionals in the development office can now establish business rules customized to their day-to-day tasks and reporting which helps to manage the continuous challenge of limited time and budget,” said Hamlin. “Using any computer, from anywhere, through an Internet connection gives development directors access to Orange Leap – negating the upgrade costs of expensive servers thus investing more dollars back into their mission. Additionally, development officers, volunteers and board members have the flexibility of accessing their web-based donor information from anywhere in the world.”

Orange Leap is diversifying their distribution model to include resellers in order to provide nonprofits with local support from local experts.

“Having known Darla and the Soft Trac team for over 15 years, I’ve witnessed first-hand her commitment to the nonprofit sector and her passion for providing individual nonprofits with the best technology, and the guidance to use technology to fulfill their mission,” said Orange Leap President Kent Hollrah. “We are thrilled to have Soft Trac as part of our channel.”

More information:

<http://www.softtrac.com/orange-leap-constituent-management-software.asp> .

About Soft Trac:

Soft Trac has been serving nonprofits and governmental agencies for more than a decade and is recognized nationally for its leadership, client success, and revenue goal achievements. Please visit <http://www.softtrac.com/> for more information.

About Orange Leap:

Orange Leap (www.orangeleap.com) helps nonprofits raise more money with fewer resources by streamlining the fundraising process with innovative technology solutions and collaborative support. A cloud-based, Constituent Relationship Management (CRM) technology solutions company, Orange Leap effectively manages donor and constituent relationships; processes donations and tracks gift history; and automates fundraising and marketing communications. Based

in Dallas, Texas, the company works closely with nonprofits that are focused on reaching and engaging a wide range of missions and constituencies.

News issued by: Orange Leap



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/12-1018-orange-leap_72dpi.jpg

#

Original Story ID: 2012-11-1127-001 (8343) :: Soft-Trac-Joins-Orange-Leap-Reseller-Channel_2012-11-1127-001

Original Keywords: Kent Hollrah, Darla Hamlin, Orange Leap, Soft Trac, cloud-based constituent relationship management, CRM solution, reseller, VAR, Dallas Texas, SaaS, scalable fundraising solution Orange Leap Dallas Texas DALLAS, Texas

Alternate Headline: Nonprofit technology and solution specialist, Soft Trac has been authorized to sell Orange Leap web-based CRM

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Tue, 27 Nov 2012 05:55:01 +0000