



**FOR IMMEDIATE RELEASE**

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### **CRM for Grantmakers: It's About More Than Relationships**

**Minneapolis, Minnesota; April 28, 2017** – For years, Bromelkamp Company LLC has been recognized as a leading provider of integrated software for foundations and grantmakers. Many know that the leaders and consultants of Bromelkamp Company also bring years of expertise as grantmakers and thought leaders. Bromelkamp Company product developers recognize that the evolution of software function depends on the demands of the end user – who today is focused on better tracking of all matters related to donors, grant seekers, and community stakeholders. Bromelkamp’s recent enhancements include the release of robust CRM (Customer Relationship Management)-centric software, Akoya.net. Recognizing that software is half of the solution, and the other half is putting the solution to work using an organization’s processes and data management, Henry A. Bromelkamp, President of Bromelkamp Company LLC, is conducting free interactive sessions emphasizing an organization’s relationship management. No matter which software solution you use, this discussion will influence how you work.

Grants management systems have existed for several decades, but many have not evolved beyond the routine tasks of recording and processing transactions. The newest technologies available not only allow you to manage transactions, but also document and help cultivate relationships with grantees, collaborators, donors, and other stakeholders. CRM (Customer Relationship Management) systems come in various shapes and sizes, but the best among them offer several core functions to take your grants program to the next level: relationship-focused activity tracking, automated workflows, and robust integration with office software and third-party data. Join us for a conversation about how your grants management can go beyond transactions and help you build your community.

Join Henry A. Bromelkamp for one of two upcoming free sessions. The first opportunity is Wednesday, May 31, 2017 at 1:00 pm (CT); [register here](#). The second is a Technology



*Henry A. Bromelkamp leading a session at the 2016 Bromelkamp Academy.*

Affinity Group sponsored session for current members on Thursday, June 1, 2017 at 2:00 pm (ET); [members register here](#). Participants who join will engage in a lively discussion and an opportunity to network with colleagues while:

- Gaining an understanding of how Customer Relationship Management (CRM) applies to grants management
- Learning how a CRM system can be used to increase efficiency
- Seeing how CRM integration can streamline data management

### **About Henry A. Bromelkamp**

Henry Bromelkamp, president of Bromelkamp Company LLC, is well-known among grantmaking foundations. He was a visionary when he created a software database to track grants for a non-profit organization. His Company has taken this vision forward to develop the most integrated and flexible grant management software solutions on the market today.

Henry continues to lead Bromelkamp Company growth with both installed and online software solutions. He shares his in-depth knowledge of foundation technology by consulting with clients, presenting webinars and training sessions, and speaking at conferences to help foundations effectively manage their grantmaking processes.

A strong believer in philanthropy, Henry travels annually to Africa as an Ambassador for [Books for Africa](#), [Africa Classroom Connection](#) and [Action for Children Zambia](#). He volunteers at [St. Stephens Human Services](#), participates on three board of directors and is a Rotary member. He also established Bromelkamp Foundation to provide funding for grantmakers organization's that support literacy or address homelessness.

When Henry is not busy leading Bromelkamp Company LLC and supporting charitable causes, he can be found either renovating his historic stone and brick Victorian house or keeping active by, running, biking, drawing, singing and traveling. You can reach him at [henry@bromelkamp.com](mailto:henry@bromelkamp.com).

### **About Bromelkamp Company LLC**

Bromelkamp Company LLC's mission is to foster the work of grant makers through technology and advice that enables effectiveness and innovation. Our vision is that our clients are free to focus on the mission of their own organization's because of us. At Bromelkamp Company we are deliver outstanding service and provide personalized customer support. Your needs are where we start, and we are committed to your ongoing success. Learn more about Bromelkamp Company LLC and our software solutions at <http://www.bromelkamp.com/>.

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