



## How Holmesglen Institute of TAFE uses data to power future fundraising

Melbourne, Australia | 4-year | Public | 11,000 students

### The challenge



#### Building advancement processes from scratch

Holmesglen Institute of TAFE is unique in Australia's technical and further education sector as the only institution fundraising in the traditional advancement style as commonly found in the United States. As a pioneer in that space, they needed a constituent relationship management system that could better unify and manage their alumni data.

### The solution



#### Problem-solving without ever slowing down

Ellucian CRM Advance  
Ellucian Banner

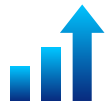
### The result



#### Laying a foundation for long-term success

Working with Ellucian, Holmesglen created an implementation plan for CRM Advance, standardizing historical data for import and seamlessly integrating with Banner to create a long-lasting solution without disrupting ongoing fundraising activities. Now, Holmesglen can collect and utilize data from a prospect's first engagement all the way through completion and beyond, enabling better communication and connection with their global alumni network.

## Impact



### Increased

number of annual donors



### 140,000

alumni relationships managed worldwide



### Thousands

of students supported through donation-based emergency grants

"We have started recording this data from day one. I know that will make a big difference to the person who sits in my seat 10, 20 years from now ... We're trying to give good data for future fundraisers."

#### Vincent Ramos

Director of Advancement, Holmesglen Institute of TAFE

#### Let us help you achieve your goals

Contact us at [customerimpact@ellucian.com](mailto:customerimpact@ellucian.com) to learn from other customer experiences or to discover more about our solutions.