



Banner® Advancement

Nurture the relationships that matter most



Banner Advancement, the proven and informed choice to support your institutional advancement well into the future, features key modules including:

- Constituents
- Designations
- Organisations
- Campaigns
- Membership
- Gift and Pledge Processing
- Events
- Prospect Management
- Alumni and Friends Self-Service
- Volunteer Management
- Self-Service
- Advancement Officer Self-Service

With Ellucian's Banner Advancement, you can manage vital donor information and deliver it to those who depend on it wherever internet access is available—building relationships that last a lifetime.

With Banner Advancement, alumni are linked directly to their classmates and your development office. You make it simple for them to contribute to your institution while providing the convenience and service they want to maintain their alma mater ties. Your development officers have quick access to important prospect information—anytime, any place from any computer or handheld device.

Seamless integration with Banner by Ellucian

Banner Advancement works seamlessly with all Banner by Ellucian solutions. Combined with the Ellucian Luminis® Platform and with data integration and content management capabilities, Banner Advancement will help your institution always deliver the best information available to donors and staff. Full functional support for document management, business process automation, desktop reporting and dashboards support your administrative needs allowing you to focus on fostering the relationships most important to your institution.

Administrative capabilities—managing vital donor information

In institutional advancement, one goal is imperative: You must nurture your promising base of prospective donors so that you can compete successfully for support from individuals and organisations.

To strategically manage critical alumni development information, institutions of all sizes have turned to Ellucian. Banner Advancement offers superior control of your alumni and development programmes by helping you build a constituency, cultivate relationships, manage events, plan and monitor campaigns, coordinate volunteers and conduct fund-accounting, gift processing, pledge-tracking and stewardship activities.

Banner Advancement can also be integrated with other third-party systems for an added level of efficiency, productivity and data integrity. This enables you to share vital information across your institution. For example, we deliver out-of-the-box integration for iModules' Encompass, allowing you to integrate with a best-in-class online communication and engagement solution. The integration helps data between Banner Advancement and iModules' Encompass to stay in sync, providing a more holistic view of constituent behavior—online and off.

In addition, Banner Advancement is integrated with Banner Student, providing access to information gathered while your alumni were students and tightening the ties to your recent graduates; with Banner Finance to assure efficient revenue recognition, endowment management, FASB compliance and accurate gift allocation; with Banner Financial Aid to view current and past scholarship recipients; and with Banner Human Resources to promote, track and record payroll deductions to fundraising efforts.

With the utilisation of value-based security, you can control and give access to pertinent information to selected individuals. With Banner Advancement, you can give the right people, the right information, at the right time so they can complete tasks faster and easier.

Linking the past to the future

With Banner Advancement, you can also open up your alumni and development opportunities to the web. This brings your institution, its missions and its activities closer to your alumni and streamlines administrative tasks. With Banner Advancement, alumni can:

- Look up long-lost friends through sophisticated search capabilities
- Learn about upcoming campus events and news
- Update their directory profiles and view class member profiles
- Create a personal and professional interests profile
- Post career opportunities and network with others
- Make donations and track their giving history online

Easy access to information

Today's development officer needs easy and immediate access to a range of information—especially while on the road. With self-service capabilities, your development officers can access customised constituent profiles in formats of their preference via a PDA, laptop, or other mobile device—because a development officer's work day rarely begins or ends in the office.

With Banner Advancement, development officers can perform the following tasks online and on the road:

- Quickly generate lists of constituents filtered by search criteria such as ZIP code, class year, or personal interest
- View groups of constituents with quick identification of the current status along with links to detailed information including biographic and summary topic areas
- Review past contacts and enter new call reports while meetings are still fresh in their minds

In addition, administrative staff can quickly and easily enter a group of similar, one-time gifts received from various donors during fundraising events such as reunions, annual appeals and radio and television fundraising drives. This eliminates time-consuming data entry work, allowing staff to focus their efforts on improving donor relations.

Information at a glance

Together with Ellucian Luminis Platform, Banner Advancement provides “channels” for key information your advancement staff needs. The channels provide quick, visual access to information with fewer clicks and with a wider view of data. With Banner Advancement and Ellucian Luminis Platform, your staff can monitor the information they need, increasing efficiency. The following channels are available for your advancement professionals:

- Advancement Prospects—enables fundraising staff to monitor the progress of assigned prospects at a glance, to immediately see the most recent contact report or gift posting.
- Advancement Schedule—provides an easy way for users to display details about planned prospect appointments and planned contacts
- Advancement Campaign—provides a visual overview of the progress toward goal of campaign(s) as measured by gift receipts, outstanding pledges and matching gift commitments.

The best of all possible worlds

Set a fresh direction in alumni and development information services by using Banner Advancement to deliver the self-service capabilities your alumni and staff expect and deserve. With Banner Advancement, you equip your department to supply immediate and highly useful information to the campus community and enhance information flow between users. Banner Advancement is an excellent communications vehicle for all your graduates and a powerful tool for your institution. It provides easy access to the information development officers need and ties alumni even more directly to your institution so that they remain regular and loyal contributors for a lifetime.

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ABOUT ELLUCIAN

Ellucian is the world's leading provider of software and services higher education institutions need to help students succeed. More than 2,400 institutions in 40 countries rely on Ellucian to help enable the mission of higher education for over 18 million students. Ellucian provides student information systems (SIS), finance and HR, recruiting, retention, analytics and advancement software solutions. With more than 1,400 institutions subscribing to Ellucian's cloud services and SaaS offerings, the company is one of the largest providers of cloud-based solutions. Ellucian also supports the higher education community with a range of professional services, such as application software implementation, training, education, and management consulting.

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