



## Ellucian Content Management Advancement



For universities and colleges of all sizes, the advancement office plays an enormous role in helping an institution meet its objectives. Your office must effectively solicit, receive, process and disburse funds to sustain operations today and in the future. Relying on paper-based processes inhibits strong relationships with constituents, donors, alumni and friends who rely on you for sharing important and timely information.

Technology-based content management delivers this necessary capability. Ellucian Content Management.

Ellucian Content Management streamlines document sharing across campus or across the country. It works in concert with your donor management system so that checks, correspondence, donor plans and other content gets captured, stored in an electronic repository and attached to the appropriate donor record. Authorized users instantly access information to accelerate gift processing and notifications.

### WITH ELLUCIAN CONTENT MANAGEMENT FOR ADVANCEMENT, YOUR TEAM CAN:

- ✓ Process donations faster than ever before
- ✓ Deliver immediate service to prospective and existing constituents
- ✓ Improve information sharing with other departments
- ✓ Boost employee productivity and satisfaction
- ✓ Reduce costs associated with misplaced documents
- ✓ Protect constituent privacy with security features
- ✓ Stay compliant with development regulations

## FASTER GIFT PROCESSING

Ellucian Content Management helps institutions efficiently process incoming donations in the following ways:

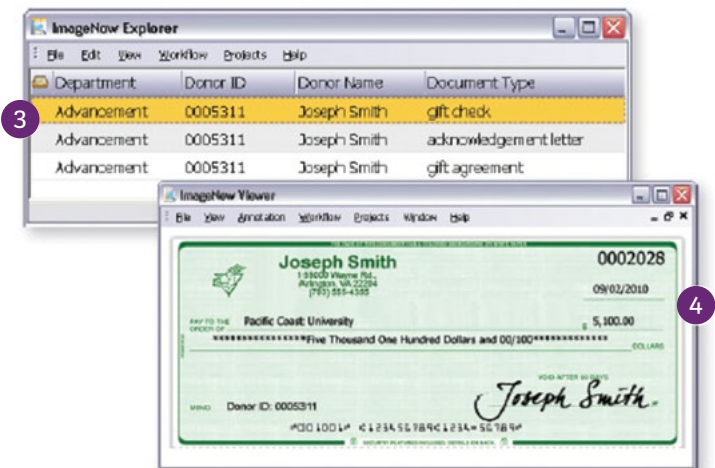
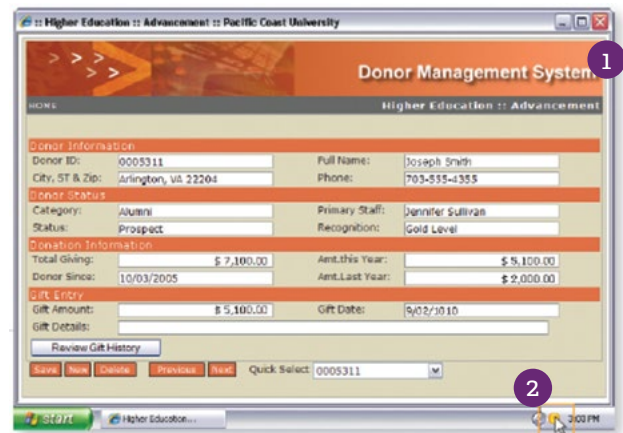
- Donation documents are automatically imported or scanned, eliminating manual data entry.
- Documents are linked to the record of one or multiple donors in the donor management system.
- Donations are processed and routed for staff notification and donor acknowledgement.
- Acknowledgement letters and other mail-merge documents are captured and automatically associated with the appropriate donor's record.
- Staff can instantly retrieve all documents related to a donor to quickly answer inquiries.

## SIMPLIFY CONSTITUENT RESEARCH REQUESTS

Tip: Constituent research requests are a common way for faculty and staff to find out more about a major donor. Using Ellucian Content Management eForms, you can simplify these requests by creating an online form and submitting it directly to the advancement office. With Ellucian Content Management, only authorised users have access to donor documents, which protects sensitive information. Streamlining these requests results in enhanced donor information and donor contact, which can ultimately result in a better gift for the institution.

## HOW TO USE ELLUCIAN CONTENT MANAGEMENT WITH YOUR DONOR MANAGEMENT SYSTEM

- 1 Open a record in your donor management system.
- 2 Click on the Ellucian Content Management icon.
- 3 The Explorer Grid displays the list of associated donor documents.
- 4 Select a specific document to view.



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## ABOUT ELLUCIAN

Ellucian helps education institutions thrive in an open and dynamic world. We deliver a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency and drive efficiencies. More than 2,400 institutions in 40 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their futures through learning.

To learn more, visit [www.ellucian.com/emea-ap](http://www.ellucian.com/emea-ap).