



# Ellucian CRM Advance

Powering the future of institutional advancement

Busy fundraisers must be able to access and manage prospect and proposal portfolios quickly and efficiently, whether in the office or out in the field. Ellucian CRM Advance supports the complex requirements of donor cultivation and retention, as well as contribution processing.

With Ellucian CRM Advance, fundraising staff can easily identify goals, make faster decisions and measure progress. Customised for higher education advancement efforts and built with input from our customer community, Ellucian CRM Advance allows you to **set up alerts and workflows, personalise outreach and communication plans and use analytics to help identify new targets**—all components that ultimately result in the support you need to run successful campaigns.



“CRM Advance is opening the door to leverage our information like never before, allowing us to capture individuals’ interests and market to them as they want to be marketed to.”

**MARK KOENIG**

Assistant Vice President for Advancement Services,  
Analytics, and Digital Strategy,  
Oregon State University Foundation

## Ellucian CRM Advance:

- Provides real-time insight into how your fundraising efforts are performing by increasing accountability
- Supports a full range of development campaigns, from the simple to the most complex, with configurations tailored for higher education
- Drives ROI by streamlining system integrations, user processes and analytics

## Capabilities

### Extend your prospect reach

Intuitive search, reporting and workflow capabilities provide greater flexibility, configurability and extensibility across your institution, helping you enhance your fundraising efforts and manage progress toward annual campaign goals more efficiently.

### Fundraise from anywhere

A secure, cloud-based, mobile user interface provides staff with quick, logical, intuitive access to the data they need, including a unified view of interactions—so they know who's given and who hasn't.

### Tailor access for all users

Configurable, role-based dashboards and user interface can be tailored to each user's needs.

### Reach fundraising goals faster

Customised for higher education advancement efforts, Ellucian CRM Advance supports the multifaceted needs of donor cultivation and stewardship, as well as contribution processing.

Learn more by visiting

[ellucian.com/emea-ap/crm-advance](http://ellucian.com/emea-ap/crm-advance)

## Advancement community statistics (USD)\*



**750+**  
customers



Over  
**\$221 billion**  
in endowments

Over  
**\$12 billion**  
in support raised



Of the **top 100 fundraising institutions**, **40%** are Ellucian customers

\*Based on VSE 2017 data



UNIVERSITY of  
DENVER

“We wanted to enable our prospect development staff to be mobile and have the information they need at their fingertips while they're on the road.

We're also able to deploy dashboards within the solution to give leadership current, real-time data so they have a good understanding of our progress towards our various goals.”

### CATHEY BARBEE

Assistant Vice Chancellor, Advancement Services,  
University of Denver



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