



# Ellucian PowerCampus Advancement

## Building loyalty and lifelong support through relationship management

Today, institutional advancement is as much about relationship management and customer service as it is about raising money. Information and communication are key to building loyal, lifelong partners of the institution in both committed support and academic program participation. Easy access to information and effective communication methodologies will enable your staff to focus their efforts on the critical activities that will allow the institution to reach its goals. The PowerCampus™ Advancement system empowers you by providing a secure, comprehensive and easy-to-navigate solution for managing critical information.

### Superior knowledge built in

PowerCampus Advancement is the result of several years of experience in support of advancement offices and the application of today's advanced technologies. This dynamic tool automates and increases productivity in the areas of donor accounting, campaign appeals, reporting and information tracking, as well as in pledge- and gift-processing programme management.

## PowerCampus Advancement includes:

- Prospect research information
- Alumni associations
- Organisations
- Volunteer activity
- Matching gift rules and processing
- Phonathon
- Campaign and appeal tracking
- Pledge tracking and reminders
- Contact management
- Solicitation information
- Donor history and statistics
- Staff to-do lists
- Automated correspondence
- Email integration
- Standard detail and statistical reports
- User-oriented ad hoc reporting
- Integrated institutional database
- Receipts and acknowledgments

## Managing information about people

With PowerCampus, a single database supports records for alumni and for all other individuals in the institution's learning community, past and present. All of this information is accessible by the advancement office for solicitation and cultivation. Data regarding alumni employment, education, relationships, volunteer interests, associations, special salutations and multiple addresses are easily maintained. Matching-gift policies can be set up for both the donor and spouse and the processing is automatically executed. Users can view donor-club levels and giving summaries online without the need to generate detailed, paper-based reports.

Contact management functions—critical to the relationship management process—allow trigger correspondence automatically based upon chosen criteria. PowerCampus Advancement provides the ability to easily enter and review notes regarding these interactions with constituents and prospects.

## Corporations and organisations

PowerCampus provides the ability to associate people with organisations or corporations, thereby allowing your institution to finely tune relationship development efforts. The Advancement module provides a flexible platform for establishing and maintaining diverse matching-gift policies, ensuring that your institution will be positioned to optimise its fundraising potential.

## Workflow-enabled gift and pledge processing

Gifts and pledges can be easily entered in a batch, by person or organisation. PowerCampus facilitates data entry by providing user-defined information defaults. Additionally, the pledge schedule, solicitor, acknowledgement, and campaign information can be easily customised for each transaction. For quick reference, a history of the person's gifts and pledges displays when logging a new gift or pledge. The system will also display a current giving summary. In-kind and deferred gifts can be tracked as they are pledged as well as when they are received. A pledge schedule can be created that calculates and updates based upon the pledge term, number of payments, start date and months selected for payments upon pledge payment entry and modification. Pledge reminders can also be created.

When recording a gift, the system will notify the user of any outstanding pledges or matching gift forms and it allows for easy selection of records to be paid. The system automatically updates matching gift, giving summary, soft credit and gift club information, eliminating additional data entry and processing and providing management and users with real-time data. Also, contact management rules can be built that allow the entry of gift and pledge information to automatically trigger a series of correspondence tasks.

The system provides a number of standard reports that are flexible and easy for users to generate "on demand". PowerCampus allows you to report on your gifts and pledges and the system provides an audit trail for the business office, as needed. One particularly useful example: the Advancement Profile Report produces a composite report of advancement data and it is available for both individuals and organisations. This report allows solicitors to take a compiled history of both a donor's information and activity with them when visiting the donor, thereby providing more personalised interaction.

## Campaign/appeal management

Campaign management is one of the core functions of the PowerCampus Advancement system. PowerCampus offers flexibility in establishing your institution's process for fundraising. Online graphs provide a visual representation of the results of each campaign, appeal, project and solicitor. Our workflow-enabled process starts with the ability to establish goals. The system allows you to segment donors and prospects for solicitation and track pledges until their final fulfillment. Acknowledgements are sent automatically throughout the process. PowerCampus provides a platform that can assist you in focusing on each of these critical areas.





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