

Ellucian CRM Advance and 360MatchPro by Double the Donation: Matching Gift Integration

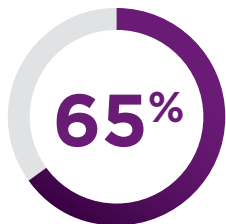
Simplify Matching Gifts For Your Donors and Your Team

Automatically drive the match process from start to finish. CRM Advance's integration with 360MatchPro enables you to:

1. Identify match opportunities so you know which donations are eligible to be matched.
2. Send the right matching gift information to the right donors at the right time.
3. Provide your team with actionable insights so you can focus on your top matching gift revenue opportunities.

The seamless integration between Ellucian CRM Advance and 360MatchPro by Double the Donation is designed to help your institution maximize the amount of money you raise from employee matching gift programs with a minimal amount of ongoing effort.

According to Recent Research:



of Fortune 500 companies and many others have matching gift programs

26+
Million

individuals work for companies with matching gift programs



Lack of employee awareness and know-how results in **\$4-7 billion** in matching gift funds going unclaimed annually.

360MatchPro and CRM Advance's robust integration fuels your matching gift success while saving your team time so that you can focus on other aspects of donor management.

FEATURES:

- Seamless integration with Ellucian CRM Advance
- Matching gift eligibility identification tools
- Email domain screening
- Automated and targeted matching gift outreach
- Actionable matching gift dashboard

360MatchPro optimizes the matching gift process for your donors and your team.

BENEFITS:

- Identify match opportunities with ease
- Simplify matching gifts for donors
- Enable staff to focus on top opportunities
- Motivate donors to take action

360MatchPro's streamlined and automated features help your team harness the power of matching gifts.

Interested in learning what Double the Donation + Ellucian can do for you?

Contact our team today