blackbaud®

Alumni Management
Blackbaud CRM

Grow your constituents into lifelong supporters.

Universities, colleges, and higher education institutions need flexible software that connects schools, departments, and functions. Blackbaud CRM provides a holistic view of your supporter and alumni base to help your advancement office build strong and productive relationships. With more than 30 years of nonprofit expertise, Blackbaud has been helping higher education institutions, colleges, and universities overcome the challenges of building alumni relationships, raising money, and achieving organizational efficiency.

Engage alumni for a lifetime.

Every contact you make with your constituents and alumni is a step along your journey together – a journey that should last a lifetime. Because every contact matters, you need today's best technology to give you a holistic view of all your constituent information that's accessible from a single, secure platform. Blackbaud CRM empowers everyone in your institution to connect with your supporters. Develop lifelong supporter advocates by increasing participation, engagement, and stewardship with your alumni.

- **Strengthen Alumni Relationships**
  Inform and engage constituents while growing support and engagement in alumni programs.

- **Manage Diverse Alumni Activities**
  Effectively manage alumni programs, events, membership programs, grants, and appeals.

- **Develop Personalized Communication for Every Audience**
  Appreciate and retain your supporters with meaningful and personalized communication.

> *Our ability to capture more about the nature of our constituent relationships, including email preferences, affinities, and the clubs they are involved in, will influence the way we cultivate our constituents as prospective donors.*
>
> — Brandon Scott, Associate Director for Gift and Alumni Information Management, University of Georgia

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Blackbaud in Higher Education

In delivering operational innovation through CRM solutions, Blackbaud CRM enhances fundraising and financial management to help institutions better engage their alumni and supporters in achieving their goals. Crucial for sustained success, is using integrated solutions to increase collaboration across organizations, while delivering full-lifecycle constituent visibility to optimize fundraising.

With 30 years of experience serving education institutions, Blackbaud has partnered with more than 2,800 universities, colleges and foundations worldwide by providing solutions and services that help secure funding, demonstrate accountability and build strong relationships with alumnae/alumni, students, parents and supporters.

Strengthen your fundraising efforts.

Higher education organizations face many challenges, from increased donor expectations, and an aging donor pool to a growing number of organizations vying for the same prospects. Today's colleges and universities must find innovative ways to stretch their limited resources while funding more students and programs than ever before. Blackbaud CRM helps you build lifelong supporters through diversified and personalized fundraising. In addition to building deeper and more personalized relationships, Blackbaud CRM's comprehensive prospect management capabilities allow you to focus your fundraising efforts on those individuals with the greatest capacity and likelihood to give – and uncover opportunities to cultivate individuals for different gift types.

- **Maintain Institutional Knowledge**
  Manage proposals and track interactions and relations for major and planned gifts.

- **Accurately Identify and Reach Alumni and Prospects**
  Identify and prioritize your best major giving prospects and understand constituent target giving levels with powerful prospect research tools.

- **Manage Event Fundraising Efforts**
  Easily manage special events and associated sub events to raise money and move major donors along your pipeline.

- **Measure and Report Campaign Results**
  Gain powerful insight by understanding your best performing segments to maximize campaign performance.

Benefit from integrated online fundraising.

From online giving and social media, to eMarketing and online communities, Blackbaud Internet Solutions empowers your institution to raise more money and build a greater online presence. Built on the Infinity platform, Blackbaud Internet Solutions shares data with Blackbaud CRM to enable you to deliver on your most challenging online and multi-channel strategies. Blackbaud Internet Solutions provides complete visibility into and control of your multi-channel marketing efforts through integration with Blackbaud Direct Marketing™. With it, you can manage campaigns and institutional marketing calendars, while leveraging data from offline campaigns and activities to drive greater success in all marketing initiatives.

- **Engage and Communicate More Effectively with Constituents**
  Explore constituent behavior and deliver messages personalized to each of your constituents.

- **Deliver Multi-Channel Marketing Campaigns**
  Easily build segments, using any captured data in your database, to better target online and offline messages.

- **Improve Stewardship Online and Offline**
  Appreciate and retain your supporters with meaningful and personalized stewardship outreach.

- **Increase Efficiency with Powerful Executive Reporting**
  Leverage easy-to-use tools to view real time analysis and make dynamic strategy adjustments as needed.