



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. Customized for higher education advancement efforts, and built with input from our customer community, Ellucian CRM Advance allows you to **set up alerts and workflows, personalize 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.



“Today most people spend the majority of their time on their mobile device, and the nice thing about Ellucian CRM Advance was that it was mobile-ready on day one. Ellucian CRM Advance has also opened the door to our information with the university, allowing us to capture an individual’s interest and market to them as they want to be marketed to.”

MARK KOENIG

Assistant Vice President for Advancement Services,
Oregon State University Foundation

Ellucian CRM Advance:

- Provides real-time insight into how your fundraising efforts are performing, 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, all of which help 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 intuitive, logical, and quick access to the data they need, including a unified view of interactions—so they know exactly who has given and who hasn't.

Tailor access for all users

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

Reach fundraising goals faster

Customized 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

www.ellucian.com/CRM-Advance.

Advancement community statistics*



750+
customers



more than
\$221 billion
in endowments

more than
\$12 billion
in support raised



40% of customers
are among the **top 100**
fundraising institutions

*Based on VSE 2017 data



Oregon State University
Foundation

On their first day live on Ellucian CRM Advance, OSUF processed a multifaceted \$50 million gift—their largest ever.

“To take a very complicated gift and to be able to book that on day one was a real testament to the flexibility of the product.”

Mark Koenig

Assistant Vice President for Advancement Services,
Oregon State University Foundation



Ellucian is the world's leading provider of software and services that power the essential work of colleges and universities. More than 2,500 institutions in nearly 50 countries rely on Ellucian to enhance operations and enrich the student experience for over 18 million students. **Visit Ellucian at www.ellucian.com.**