



Illinois State University Provides the Optimal Customer Experience with Fundraiser's Advantage

Background

Illinois State University's fundraising staff of five was overwhelmed with work and pressed to provide the desired donor experience needed to optimize relationships and drive revenues. In addition, the development office identified the need for more timely reporting capabilities, the ability to expedite gift processing, and the ability to maximize the performance of their fundraising volunteers.

To overcome these challenges, Illinois State chose Fundraiser's Advantage.

Illinois State implemented Fundraiser's Advantage to:

- ▶ Optimize the donor experience
- ▶ Streamline gift input and processing
- ▶ Maximize performance of fundraiser volunteers
- ▶ Enhance reporting capabilities

Client Quotes

"I've implemented Advantage at every university I've worked with—Baylor, Arkansas State and here at Illinois State. There's no way I would ever dream of not having this product."

Aaron Leetch
Associate A.D., Development

How Illinois State Optimized Fundraiser's Advantage

Modified Interactions with Donors

- ▶ Improved communications by providing a snapshot of donor information
- ▶ Provided monthly giving summaries
- ▶ Sent out timely renewal letters

Simplified Gift Input and Processing

- ▶ Empowered the "Fund Steward" to quickly input and process gifts
- ▶ Enabled Fund Steward to easily send out gift confirmation emails and formal letters
- ▶ Increased efficiencies provided more time to manage complex restricted gifts

Improved Capabilities of Fund Drive Volunteers

- ▶ Armed volunteers with up-to-date donor prospect information
- ▶ Provided timely activity results via email
- ▶ Enabled donor assignment for specific volunteers based on relationships

1 Optimize the Donor Experience

- ▶ Communicate more effectively with donors by having complete giving and ticket history available instantly on one screen
- ▶ Leverage system to send out immediate gift confirmations, monthly gift summaries and annual renewal letters
- ▶ Better understand customer's donation and ticket purchase history

2 Streamline Gift Input and Processing

- ▶ Simplify input of gifts
- ▶ Enable one employee to input regular and restricted gifts
- ▶ Enable timely correspondence with donors
- ▶ Improve employee satisfaction by having a user-friendly system

3 Maximize Performance of Fund Drive Volunteers

- ▶ Help increase new donor memberships and donation levels
- ▶ Simplify management of volunteer staff (approx 50) through strong tracking and reporting features
- ▶ Assign donor accounts to volunteers based on who they signed up, and connect volunteers with the same donors on future fund drives to ensure renewals
- ▶ Leverage "The Team Concept" to track results of volunteer teams, and reward those teams for driving the most donations/new members

4 Enhance Reporting Capabilities

- ▶ Provide instant access to vital data such as who has/has not renewed, total members, new members, new dollars and total revenue
- ▶ Enable access to day-to-day acknowledgments and gift processing data
- ▶ Empower volunteers by enabling them to view activity summaries
- ▶ Create custom reports within minutes

Client Quotes

"The ability to make custom reports and hit a button that tells me where we are at; dollars, total members, total new members, total new dollars, total revenue. If the AD asks me at any given moment, I can tell him right there."

Aaron Leetch
Associate A.D., Development

"The ability to provide volunteers with a weekly report (by email) with their standings—who they signed up, who hasn't renewed, etc.—makes it much easier to be a volunteer. By making it easier, volunteers were able to sign up more people and increase donation amounts. It made such an extreme difference."

Aaron Leetch
Associate A.D., Development