



Iowa State University Boosts Memberships and Productivity through Paciolan's Fundraiser's Advantage

Background

Iowa State University's Athletic Development Office used an in-house solution to manage its 4,500 National Cyclone Club donors. With a small staff managing fundraising for 18 sports programs—and acting as the de facto public relations arm for Iowa State athletics—they needed an easier to use system that empowered them to manage their donors.

To maximize the performance of "the team behind the teams," Iowa State installed Fundraiser's Advantage.

Fundraiser's Advantage enabled Iowa State University to:

- ▶ Increase staff productivity
- ▶ Enhance donor relationships
- ▶ Enable flexible membership renewals
- ▶ Track and analyze donor data

Client Quotes

"Adantage has helped us boost our membership from 4,500 to 6,000 and increase our revenues by \$600,000 (to \$4MM) in three years."

*Joan Bowles
Associate A.D. for Development*

How Iowa State University Leveraged Fundraiser's Advantage

Utilized User-Friendly Functionality

- ▶ Gained single-screen access to relevant donor account detail
- ▶ Windows®-based system was easier to use than previous in-house solution
- ▶ Quickly trained staff and students how to use system

Leveraged Built-in Tools

- ▶ Managed all correspondence directly through system
- ▶ Tracked correspondence and donor inquiries
- ▶ Accessed integrated donor ticketing history

Implemented New Accounting Processes

- ▶ Switched all donors to same fiscal drive year
- ▶ Gave donors optional annual or monthly payment plan
- ▶ Put all customers on same billing cycle

1 Increases Staff Productivity

- ▶ Speeds up customer queries through use of logical, intuitive, Windows® interface
- ▶ Requires one-click to send email/snail mail correspondence and donor statements
- ▶ Enables staff to quickly train new student/employees to handle donor inquiries and not be dependent on any one resource to use system
- ▶ Empowers other departments to independently utilize system without calling development office

2 Enhances Donor Relationships

- ▶ Empowers entire staff to manage donor inquiries by having access to key donor data
- ▶ Integration with the Paciolan ticketing system gives staff access to donor ticket purchase history and the ability to immediately relay that info to donors
- ▶ Mail or email up-to-date detailed donor statements with one click (previous system only allowed Iowa State to send generalized information)

3 Enables Flexible Membership Renewals

- ▶ Enables Iowa State to shift donors to a single fiscal drive year
- ▶ Simplifies accounting by having all donors on same renewal date
- ▶ Gives donors option to renew annually or use a payment plan

4 Tracks and Analyzes Donor Data

- ▶ Makes it easy to assess and compare donors by giving amount, demographics, donor type and more
- ▶ Tracks correspondence and customer inquiries (e.g., Staff member "A" sends an email to a donor, the reply from the customer is stored within the Advantage database for reference by anyone on the development staff)
- ▶ Generates standardized or customized reports in Excel® with one-click

Client Quotes

"To build your program, you need the right tools to work with. Fundraiser's Advantage is the essential tool for the profession of fundraising and working with donors."

Joan Bowles
Associate A.D. for Development

"With our previous system, other people in our department would call us to obtain data information. With Fundraiser's Advantage, they can do it themselves."

Joan Bowles
Associate A.D. for Development