



Institutional Advancement

The demographics you need to succeed

Delivering a multi-featured administrative and academic solution for colleges and universities; backed by a commitment to meet education-specific needs with industry best practices.

Top Benefits of Choosing Edulytics

- Rich, **turnkey** offerings for message collaboration
- Customization for your branding and identity
- Low cost acquisition and conversion
- Rapid adoption and implementation
- Low support costs
- Extensible framework for future products and services
- Predictable model of recurring expense



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Your fund raising success depends on the availability of complete, accurate demographic records. Edulytics makes it easy to create and maintain information for alumni, estates, foundations and other entities. And there is never a need to re-key data.

Alumni Records

You save time formerly spent on tedious processing of complicated prospect records. Alumni Records automatically:

- Processes all name types and salutations
- Captures home, business, seasonal and other addresses
- Retains current and historical name and address information for inquiry
- Tracks invalid addresses
- Locates individuals or groups within a large database by name
- Records comments and warnings about prospects.

Even complex relationships-linking spouses, parents and children, volunteers and prospects, corporations and employees, and others-are easy to track.

Mailing lists, alumni questionnaires and directories have never been easier to produce. Edulytics generates output for typesetting of directories, mailing labels, and name and address lists.

Gift Processing

Your ability to achieve campaign goals rests on the efficient processing and tracking of the gifts and pledges collected by your organization.

Edulytics gives you the tools to effectively manage gift processing for both annual and capital campaigns. The system accurately records and tracks all gifts, pledges of gifts, and payments to your organization, recording all gifts in accordance with NACUBO, ACIPA and CASE guidelines. It provides quick entry of simple gifts and handles a full range of complex or subdivided gifts. In addition, the Edulytics system handles:

- Processing of pledges and pledge payments
- Processing of outright gifts, unevaluated gifts and gifts in kind
- Anonymous gifts
- Multiple fund drives or priorities
- Giving-history inquiries during gift entry
- High-speed account searches based on key words
- Fund raising accounting for campaign recording

You get the flexibility you need to support complex crediting of gifts and or reporting to various constituencies on the results of fund raising efforts. In addition, the Edulytics system helps you follow through with donors, performing pledge scheduling and automatically generating payment reminders, as well as standard and custom acknowledgements.

Prospect Tracking

The cultivation of beneficial long-term relationships with key donors takes time. The Edulytics system increases the productivity of your development staff, giving them the extra time they need to build and maintain these critical relationships.

You have instant access to up-to-date, accurate and comprehensive information on all assigned prospects. The system allows you to plan, schedule and track solicitations and to evaluate the effectiveness of cultivation and solicitation methods.



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