

Ellucian CRM Advance

Cultivate, engage, and build a stronger culture of philanthropy



Transform how you create and manage constituent relationships

Build and grow a strong culture of philanthropy at your institution with Ellucian CRM Advance, a comprehensive cloud-based solution that lets you track and manage donors throughout the lifecycle. By incorporating data-backed insights into your advancement strategies, you can empower your fundraising efforts to reach institutional goals while cultivating and maintaining stronger relationships with your constituencies. CRM Advance enables a future forward, intuitive, and personal experience.



**BEST PRACTICE
FRAMEWORKS**

Dedicated focus on global higher ed and philanthropy best practices

**FASTER
OPERATIONS**

Persona-driven views means more self-service and faster decisions

**IMPROVED DATA
SHARING**

Modern, familiar user interface for easy adoption and collaboration

**GREATER
AUTOMATION**

Nuanced profiles let you automate segmentation and outreach activities

**INCREASED
CONTINUITY**

Scalable configurations and integrations to reduce disruption

Experience the power of Ellucian CRM Advance

Ellucian CRM Advance drives institutional outcomes by streamlining system integrations, user processes, and analytics while supporting development and engagement campaigns with configurations tailored for higher education.

- ✓ **Increase staff productivity**
Automate outreach, effective workflows, unified-views, and faster, more intuitive data entry to better focus time on high impact activities
- ✓ **Cultivate more meaningful donor relationships**
Tailor donor activities to identify and target new givers and establish automated, more personalized engagement plans
- ✓ **Increase fundraising outcomes and campaign returns**
Review campaign activity through flexible and configurable search, reporting, and data sharing capabilities
- ✓ **Provide real-time insight and reporting**
See holistic views of donor interactions and workflows, enhancing staff accountability and performance
- ✓ **Stay future forward**
Integrate with a wide-range of technology solutions, allowing you to stay agile as your institutional and constituent needs grow and evolve

Why Ellucian CRM Advance?

Ellucian CRM Advance is designed to track and manage the full constituent lifecycle to increase constituent engagement and giving.

CRM Advance:



Provides a personal and intuitive user experience



Delivers holistic views of all aspects of constituent engagement



Enables you to achieve your goals and drive your strategy forward

All backed by industry best practices, functionality, and future forward constituent-focused solutions

Hear from your peers in higher education advancement

"When the University of Idaho was looking for a new CRM solution, some of the features and functionalities that we were looking for was something that met our needs now but could be configurable for the future as well."

UNIVERSITY OF IDAHO

"It's critical for us to be able to share the right information the right time with the right individuals. CRM Advance is opening the door to leverage our information like never before, allowing us to capture individuals' interests and market to them as they want to be marketed to."

OREGON STATE UNIVERSITY

"Ellucian CRM Advance easily integrates with disparate university systems and runs complex reports using complex data across those systems so that we can focus on strategic fundraising initiatives."

UNIVERSITY OF SOUTH FLORIDA



"The dashboard allows us to see proposals and stewardship plans being conducted in all of the schools on campus—this is really helpful to see everything in one place"

THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

"CRM Advance is geared towards individual connections, and it will help us relate to our donors and prospects through more targeted communications and engagement activities."

DALHOUSIE UNIVERSITY



Charting the digital future of higher education with cloud-ready technology solutions and services, Ellucian serves more than 2,700 institutions and 20 million students in over 50 countries.



Visit us at ellucian.com/CRM-advance to learn more.

Our Community



24 of the top 40

institutions with the largest endowments¹



140+ research institutions,

including 58 classified with highest activity²



50%+ institutions

on the Best National University Rankings³

¹2019 NACUBO-TIAA Endowment Study results.

²2019 Carnegie Classification of Institutions.

³2020 U.S. News & World Report.