



# 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, it's built with input from our customer community. Ellucian CRM Advance allows you to **set up alerts and workflows, personalize outreach, and use analytics to help identify new targets**—all components that ultimately result in the support you need to run successful campaigns.

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**“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.”**

**MARK KOENIG**

Chief Innovation Officer and  
Vice President, Technology  
Oregon State University Foundation

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## 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, helping 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 quick, logical, intuitive access to the data they need, including a unified view of interactions—so they know who's given and who hasn't.

### Tailor access for all users

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

### Reach fundraising goals faster

Support the multifaceted needs of donor cultivation and stewardship, as well as contribution processing.



Learn more by visiting  
[ellucian.com/CRM-Advance](https://ellucian.com/CRM-Advance)



Charting the digital future of higher education with cloud-ready technology solutions and services, Ellucian serves more than 2,700 customers and 26 million students in over 50 countries.

To find out what's next in higher education solutions and services, **visit Ellucian at [www.ellucian.com](https://www.ellucian.com)**.



**750+** customers



Over

**\$330  
billion**

in endowments

Over

**\$12  
billion**

in support raised



Of the **top 100**  
fundraising institutions,

**40%**

in support raised

**“I used to spend a lot of time managing technical issues in the back end. Now with CRM Advance SaaS, I spend far more time in the system and improving the experiences of our gift officers and advancement team.”**

**JOHN STARRITT**

Senior Systems Administrator  
Colorado School of Mines