



# Ellucian Advancement Performance

*Exceed fundraising goals with advanced analytics*



Institutions with tight budgets have to stretch to invest in the modern technology that helps them stay competitive. They have to maintain reasonable tuition rates or risk losing applicants and current students. With state and federal investments in higher education declining, institutions must boost funding from alumni and industry partners.

Ellucian Advancement Performance is an integrated package of advancement scorecards, dashboards, reports, analytics and a data warehouse that helps you find better ways to manage donors and engage alumni to increase fundraising. Self-service access to key performance information gives you the answers you need, when you need them.

## **This powerful analytics and performance management solution helps you:**

- Identify and prioritise best strategies for strategic and annual campaigns
- Measure and improve the effectiveness of your fundraising staff
- Demonstrate the results of advancement organisation to institution leaders

## **Get a faster return on your investment**

With the right information, fundraising professionals can answer important questions that help improve performance, make strategic plans and meet fundraising goals. Ellucian Advancement Performance is integrated with Ellucian Advance™ and Banner® Advancement to provide institutions with advancement analytics that deliver a faster return on investment—managers, development officers and fundraisers can start answering key questions in just a few months. The data (from both Ellucian and non-Ellucian applications) is consolidated into a central repository and supported by Ellucian, it helps you reduce the time, cost and risk of building and maintaining custom integrations.

**Access key performance information that helps you measure campaign progress, analyse trends, predict outcomes and maximise your fundraising efforts.**



Ellucian Advancement Performance dashboard

“Ellucian Advancement Performance dashboards allow you to see what the data is showing and make it work answering your business questions... Advancement Performance allows you to put that information in the frontline fundraiser and leadership's hands very easily.”

**Michelle R. Hussey**

Assistant Vice President,  
Advancement Services  
University of Alabama at Birmingham

**Empower your advancement professionals**

Role-based advancement dashboards and reports provide personalised views of progress and targets so fundraisers can quickly research and qualify prospects by donor participation and donor giving levels. Real-time access to the data they need, in the office or on the road through mobile and tablet devices, keeps team members effective, engaged and proactive.

**Drive strategic and operational planning processes**

Powerful analytics help advancement leaders view performance based on pledge, gift and matching gift metrics, which can be analysed by donor, campaign, assigned staff and funding purpose. Dashboards and analytics let managers monitor campaign progress and track prospect engagement to align resources and take actions that really move the needle.

**Deliver timely performance information**

Executives can view fundraising metrics, division progress and results of multi-year capital campaigns. They can drill down to better understand why a programme is under-performing or exceeding expectations to make quick adjustments. Scorecards deliver information that helps advancement leaders identify and prioritise new funding opportunities as well as answer questions and share key information.



**ABOUT ELLUCIAN**

Ellucian helps education institutions thrive in an open and dynamic world. We deliver a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency and drive efficiencies. More than 2,400 institutions in 40 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their futures through learning.

To learn more, please visit [www.ellucian.com/emea-ap](http://www.ellucian.com/emea-ap).