Gift Entry Manager (GEM)

The Salesforce Building Block for Higher Ed Gift Records

salesforce.org
education cloud

Advancement teams have grown in prominence within today's institutions. Yet slow, manual and disconnected systems have the potential to negatively impact many areas of the an institution. Cumbersome workflows can also delay gift processing, affecting an institution's ability to engage its valued donors through timely and meaningful stewardship.

Salesforce.org's Gift Entry Manager delivers extensible pledge and gift management in the cloud that provides flexible single or batch gift entry workflows. Built on the #1 CRM platform, this building block enables institutions to make their gift operations more flexible, efficient and insightful so they can improve donor intelligence, engagement and cultivation.

Salesforce Platform Differentiators

- Built on the world's #1 CRM platform for Higher Ed
- Gives institutions the flexibility to meet their vision and ideal business processes
- Designed to accommodate every role across Advancement operations
- Empowers insights beyond gift records to cultivate donor relationships
- Ecosystem of industry leaders, partners and user community

BOOST EFFICIENCY	IMPROVE DONOR INSIGHTS	ADAPT TO UNIQUE OPS
Match and validate existing gift records to optimize batch entry	Build a more complete and connected view of the donor	Extend the technology to meet your vision
Ensure that data is complete, clean, consistent and up-to-date	Leverage data beyond gifts to inform stewardship campaigns and engagement	Build workflows tailored to your own institution's org's specific data processes
Reduce number of clicks to batch or manual gift entry	Gain a deeper understanding of donor impact	Access cloud-based and configurable drag-and-drop UI