

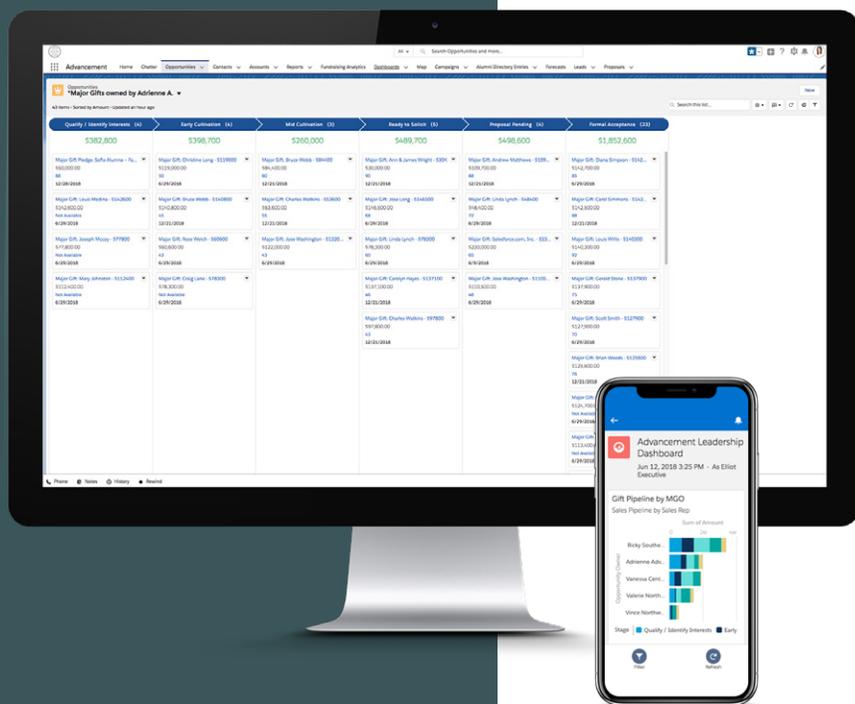


# Education Cloud for Advancement & Alumni Relations

## Build Lifelong Alumni, Donor and Volunteer Relationships

It's an incredible time for advancement and alumni relations in higher education. Institutions are focused on improving and modernizing their strategies for success. With Salesforce.org Education Cloud, Advancement teams can leverage an integrated, end-to-end solution that enables institutions to break down data silos, drive major gifts and online fundraising, improve reporting and insights with AI, personalize engagement with alumni and volunteers of all ages, and steward longtime supporters in meaningful ways.

**LET'S TAKE A CLOSER LOOK AT EDUCATION CLOUD FOR  
ADVANCEMENT & ALUMNI RELATIONS**



## MODERNIZE FRONTLINE FUNDRAISING

Manage the solicitation cycle from cultivation through solicitation in the office or on-the-go with a native mobile app for gift officers. Teams can execute multi-channel fundraising and stewardship campaigns to increase donor affinity, participation and donation size. And with real-time dashboards, provide executive teams with up-to-date campaign reporting, projections and recommendations.

## BOOST ONLINE GIVING

With easy to use Giving Pages, fundraising teams can quickly spin up branded campaign pages and forms in just a few clicks to deliver beautiful, mobile giving experiences for alumni and constituents. With integrated payment services, online giving teams can process online donations and seamlessly track them in the Salesforce CRM.

## STREAMLINE P2P FUNDRAISING

Teams can leverage the power of connected CRM to easily identify members of a class or board to engage as volunteer solicitors on committees. A simple, easy to use interface simplifies the process of setting ask amounts and assigning alumni to volunteer solicitors. Monitoring progress is also easy thanks to real-time insights into outreach progress solicitations and nudges, which encourage follow up and engagement.

## **AMPLIFY & PERSONALIZE ENGAGEMENT**

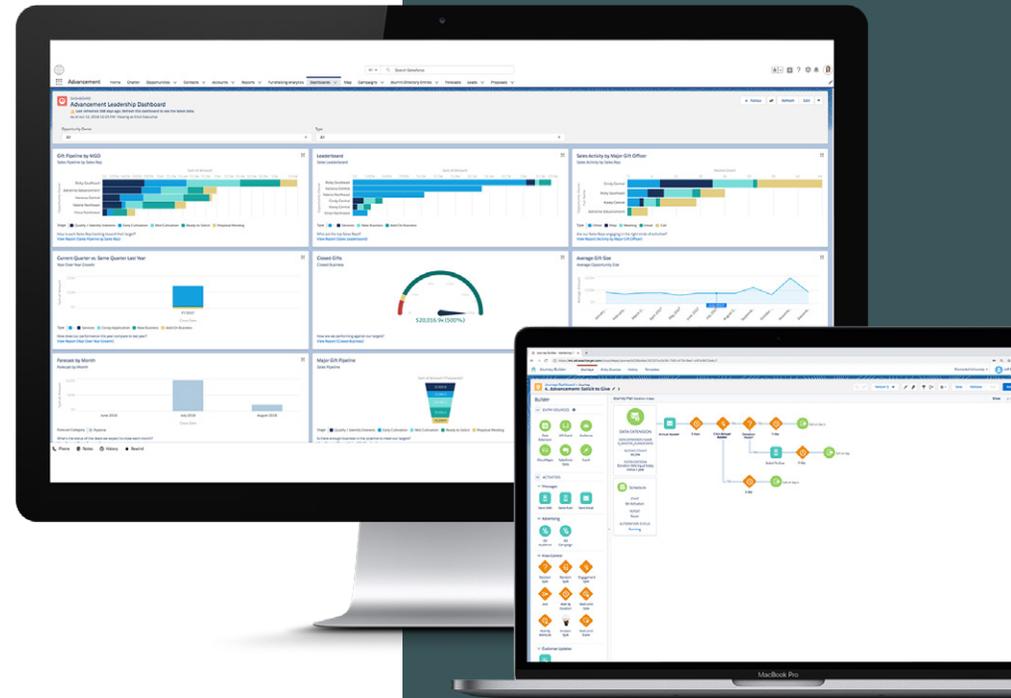
With Education Cloud, build a 360-degree view of your alumni, donors, volunteers and other constituents. Your teams can leverage a wide-range of communications and events tools to easily personalize engagement and track meaningful conversations at scale across social, web, email and mobile channels.

## **STREAMLINE SERVICES & OPERATIONS**

Accurately and efficiently drive prospect research and reporting. Streamline gift entry with GEM (Gift Entry Manager). Inform strategy, measure campaign effectiveness and ROI while accessing predictive analysis tools like Salesforce Analytics and Einstein AI. Implement, maintain and enhance institutional progress through an app and partner ecosystem with hundreds of extensions.

## **RECONCILE GIVING & ACCOUNTING**

Enable your advancement teams to easily prepare fundraising information for your institution's accounting system. Accounting Subledger connects fundraising and finance by ensuring consistent revenue and payment data across multiple programs, providing greater transparency and accountability for internal and external stakeholders.





## CUSTOMER SUCCESS

“We realized that Salesforce was able to offer a truly robust and extremely scalable solution that satisfied our current business aspirations. Perhaps even more importantly, it provided a platform that will enable us to evolve and grow into our long-term future, and take a deliberate approach to engagement based on data-informed decisions.”

**ANDRE ZOLDAN**  
SENIOR DIRECTOR OF TECHNOLOGY FOR THE ALUMNI ASSOCIATION OF  
THE UNIVERSITY OF MICHIGAN





WANT TO LEARN MORE ABOUT EDUCATION CLOUD FOR  
ADVANCEMENT & ALUMNI RELATIONS?

[CLICK HERE](#)