



# Education Cloud for Advancement & Alumni Relations

Build trusted lifelong alumni and donor relationships

## Explore key features for Advancement & Alumni Relations.

Powered by the #1 CRM, Education Cloud accelerates time to value for institutions of all sizes and makes it easier to create personalized student and alumni experiences.

- 1 Alumni Portal & Directory**  
Foster meaningful connections and engagement across class years and interests.
- 2 Data-Driven Donor Insights**  
Drive donations and streamline portfolio management with a comprehensive view of engagement and giving.
- 3 Gift & Pledge Management**  
Effortlessly record gifts, optimize gift processing, and simplify financial reconciliation.



source: 2023 Total Economic Impact™ of Salesforce for Education

## How Education Cloud Works



### Education Cloud

#### Operating Applications\*

Education Cloud for Recruitment and Admissions

Education Cloud for Student Success

Education Cloud for Advancement and Alumni Relations

...and more!

#### Common Capability Model

Household Management

Consent Management

Application Management

Appointment Scheduling

Support Program Management

Composable Case Management

Student Timeline

...and more!

#### Education Data Foundation

Persons and Relationships

Constituent Rates

Learning Structure

Course Offerings

Institution Structure

Academic Periods

Learner Profile

...and more!

Platform

Sales

Service

\*Recruitment and Admissions, Student Success, and Advancement and Alumni Relations apps are available now. Education Cloud's data foundation and common capability model can be leveraged for the entire learner lifecycle.





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Capability	Description
360 Degree View of Alumni	Comprehensive profiles and engagement tracking for alumni and constituents.
Branded Portal and Directory	Foster connections among alumni and across class years and interests.
Alumni Journeys	Leverage multiple marketing channels to manage and enhance alumni journeys effectively.
Donor Insights	In-depth biographical, demographic, and relational data to allow institutions to craft effective fundraising strategies.
Portfolio Management	Supports tracking, moves management, and transition of ownership of donors and volunteers across internal teams.
Gift Processing	Gift recording and designated fund allocations with support for third-party payments in single and batch entries.
Pledge and Donation Management	Adapt amounts, dates, and pledge and gift schedules.
Financial Reconciliation	Bridge advancement transactions in CRM with finance for accurate and efficient financial management.



Sign up for a free trial of Education Cloud at [bit.ly/EducationCloudTrial](https://bit.ly/EducationCloudTrial)