

Institutional Advancement

Cultivate Relationships, Strengthen Communication, and Broaden Your Reach

Designed specifically to manage alumni development and advancement activity, Jenzabar CX Institutional Advancement enables you to network with alumni and other donors more effectively; identify and generate lists of family, colleague, and employment relationships; generate and track personalized correspondence; and follow through with prospects to turn pledges into donations. Generate the best possible solicitation programs and planned giving proposals through feasibility assessments, strategic campaign planning, and development research. Gain insight into fund-raising progress with in-depth reporting that lets you analyze your results. And because the module is part of Jenzabar's fully integrated enterprise software solution, graduate information flows seamlessly into your institutional advancement system. From managing constituent relationships to processing gifts, Jenzabar CX Institutional Advancement delivers the tools you need to achieve your institutional development goals.

Strategic Campaign Planning and Management

- Access essential data for creating effective gift-giving campaigns
- Track ongoing campaign progress, including costs
- Identify and canvass highest-qualifying prospects first so you reach your goal faster
- Generate lists of potential donors and profile major gift prospects
- Monitor staff and volunteer activity

Grant Funding Research and Management

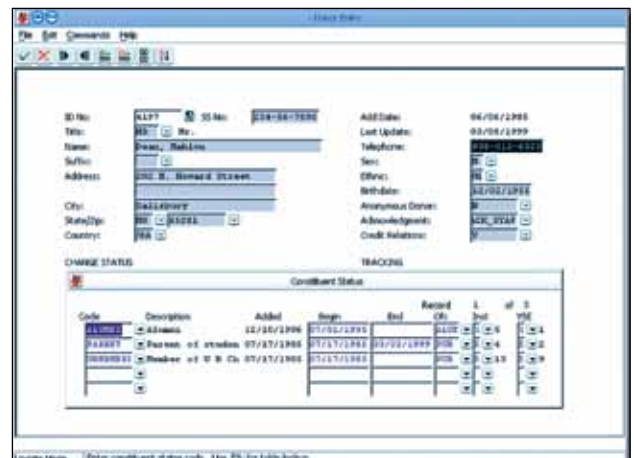
- Research and manage grant-funded projects
- Create and link proposal documents with constituent records
- Track grant awards
- Track application and report deadlines

Planned Giving Management

- Track prospecting activity and cultivation events
- Administer planned giving accounts

Donor Correspondence Management

- Create personalized letters for each donor, constituent, board member, or foundation trustee



Institutional Advancement: Donor Entry Window

- Track all correspondence, both incoming and outgoing

Pledge and Gift Management

- Maintain information about giving clubs
- Record pledges—regular and irregular payments
- Forecast pledge income
- Automatically create credits for matching gifts

Review and Update Statistics

- Maintain unlimited biographical information
- Generate canvassing information

- Perform statistical analyses by any selection criteria
- Identify major trends and target groups

Additional Functions and Features

- **Automated Phonathon:** Advanced planning and management features make it easy to match the most experienced callers with your best prospects
- Scholarship-tracking and related correspondence

- **Prospect research:** Store and rank data, add comments; easily categorize prospects by a range of attributes reflecting both capacity and propensity to donate
- Donor accounting
- Electronic call sheets
- Premium management
- Integration with General Ledger

Streamline Operations with Jenzabar CX

Offered on the UNIX® platform with a Java® user interface, Jenzabar CX enables every office on campus to access, update, and store crucial data more easily and efficiently. Authorized users share real-time information across administrative and academic departments, helping you to streamline operations and optimize your business processes.

- ▷ Shared database eliminates duplicate work, increasing administrative productivity and accuracy
- ▷ Powerful reporting tools provide end-user access to essential information and processes
- ▷ Student information is tracked from applicant stage through alumni/ae stage, supporting student success

From Admissions to Advancement, Jenzabar CX helps you deliver prompt, personalized service to prospects, students, alumni, families, and friends.

A Complete Set of Jenzabar CX Modules

Jenzabar CX offers a complete set of fully integrated modules to help manage your student information and business office data—each sharing a common database and standard user interface.

- ▷ Accounts Payable & Purchasing ▷ Accounts Receivable
- ▷ Admissions ▷ Enterprise Reporting ▷ Financial Aid
- ▷ Fixed Assets ▷ General Ledger ▷ Grading & Transcripts
- ▷ Human Resources ▷ **Institutional Advancement**
- ▷ Loan Processing ▷ Registration ▷ Student Affairs

Build Lifelong Relationships with Jenzabar

You can further extend the functionality of Jenzabar CX through our constituent relationship modules (CRMs), which let you offer Web-based self-service to all constituents. CRMs provide tight integration between Jenzabar CX and our Web portal, Jenzabar's Internet Campus Solution. From applicants to alumni, your constituents can access administrative and academic data anytime, anywhere via the portal—and the data they enter into any Jenzabar CRM is integrated with Jenzabar CX. Jenzabar gives your institution the power to build lifelong relationships with every constituent—so candidates become students, students become graduates, and alumni become donors.

The Jenzabar® Advantage

In today's competitive world, institutions of higher education need every advantage to achieve their mission and goals—from innovative software to strategic expertise and client-tailored services. Find it all in one place, delivered by a strong technology partner dedicated to your success: that's the Jenzabar advantage. Our family of fully integrated products includes:

- ▷ Award-winning, proven ERP systems ▷ Constituent relationship modules & award-winning campus portal ▷ Learning management system ▷ Retention management solution ▷ Institutional intelligence solutions ▷ Continuing education systems

Count on Jenzabar for comprehensive solutions that help you manage data throughout the student lifecycle and across the campus. From Admissions to Advancement, we're with you all the way to maximum success.

Jenzabar, Inc.

Jenzabar, Inc. is a leading provider of enterprise software and services developed exclusively for higher education. With more than 35 years of combined experience offering technology solutions to colleges and universities, Jenzabar is the trusted partner of choice to 700 campuses worldwide, including private liberal arts, state, and community colleges and business, medical, law and other graduate schools.