

THE FUTURE OF FUNDRAISING

Unlock Your Advancement Team's Full Potential

Fundraising is evolving. What's your team doing to keep up?

Your donor database: it's great for storing data. What's it like when you try to quickly pull information on a prospective donor, plan a trip or gather the information for an executive report?

Fundraisers are expected to be increasingly nimble with their ability to use the massive amounts of donor information available to them. Without the proper tools, wrestling data into something useful for front-end fundraisers can be frustrating and time-consuming. Diverting attention from the process of fundraising comes at a cost to your program goals.

"Our challenges were pretty similar to what everybody faces in this industry. It was lack of usable data in the hands of the people who needed it. My gift officers didn't have access to find new prospects, find the right prospects, reach out and make contact and acquire new visits."

John Morris | Senior Vice President of Development
Kansas State University Foundation

Will a database conversion help you put useable data in the hands of the people who need it? Short answer, no. Databases are designed to store information. They are not equipped with purpose-built fundraising tools.

Have you considered a database conversion? Are you mid-way through the process? For all its benefits, this huge undertaking requires time, staff, and resources. At the same time, campaign goals are looming even as attention is focused elsewhere. Fundraising shops need tools and resources NOW to facilitate front-line fundraisers and successfully complete campaigns.

A database conversion could help you meet other important goals, but won't significantly improve your front-line fundraisers' ability to access the information they need in an actionable format.

The future of fundraising is leveraging the power of your data to help you find more donors and raise more dollars. Do you have the tools you need to meet today's bigger campaign goals and higher participation rates?

Reeher provides fundraisers in higher education with purpose-built tools to raise more money. Implementation takes just eight weeks and involves integration to your existing donor database. The Reeher Platform puts performance benchmarking, tools, metrics, and mobile capabilities at the fingertips of Advancement Services, Prospect Researchers, Gift Officers, and Executives.

Reeher helps ensure your success through a tailored approach that includes:

- ✔ Custom predictive models that identify high-value donors
- ✔ Robust tools that give you fast and easy access to your data
- ✔ A peer-based community that provides you access to best practices, performance benchmarks, and the latest research

"There are three things I would say are really important about Reeher. One, the customer service. We can spend lots of money on all kinds of resources, but unless you have a team of people that are really going to help you use the resource and make the most of it, then it's not a good use of money. Reeher provides that.

Two, I think it provides us ready access to easily visualize data and it just makes it easy for people to get the information they need when they need it.

Three, the benchmarking that we're able to do with the Reeher Community is incredibly useful and helpful to us."

Kathy Hansen | V.P. of Institutional Advancement
College of St. Benedict

Budgets are tight and university leadership is asking fundraisers to raise more with less. Fundraisers know they can't afford to miss out on potential donors. However, data systems are so unruly that it's impossible to keep some potential donors from slipping through the cracks.

Having the right tools empowers your fundraising team to focus on what they do best – fundraising. It's possible to leverage the power of your data without feeling like you're drinking through a firehose. The teams who pull it off are reaching the strongest prospects and raising money more efficiently than ever before.

The Reeher Community is comprised of over 130 institutions striving to meet modern fundraising challenges by leveraging the power of their data. To learn more, contact us at info@reeher.com or call us at 651-313-6000.