

Inside the Development Offices of 5 Top Business Schools



Interviews with top Business School Development Professionals

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Introduction

Fundraising in the education sector is big business. And some of the best operators are the world's top business schools, with established development offices and sophisticated processes for soliciting donations.

Business schools have hit the news headlines in recent years for raising impressively large sums of cash.

Imperial College Business School, for instance, received a £20 million gift in 2013 from hedge fund Brevan Howard, whose founder Alan Howard is an alumnus of Imperial College.

INSEAD recently launched a new Singapore campus with USD \$44 million in funding raised in part by alumni. This included a \$5 million contribution from Andre Hoffmann, an alumnus and vice chairman of global healthcare company F. Hoffmann-La Roche.

Some donations have been larger. In 2008 a USD \$300 million gift was given to Chicago Booth by David Booth, who received an MBA from Chicago in 1971 – a small price tag to have your name prefixed to the business school.

In this short guide we've interviewed five dynamic fundraisers from world-class business schools, sharing their backgrounds, challenges and tips for other development professionals. [Insert a few quotes / highlights from the interviews]

We hope you enjoy the read and pick up some ideas!





Image from Cass Business School Website: www.cass.city.ac.uk/mba/full-time-mba - www.youtube.com/watch?v=vECLAYqw6SY

David Street, Director of Development and Alumni Relations at Cass Business School



"I'm very fortunate to work with some of the best minds in the world and I get the opportunity to meet some amazing alumni, donors and friends of the school."

In August 2002, City University Business School became Cass Business School following a generous donation from the Sir John Cass Foundation, a historic educational charity founded in commemoration of an especially enterprising Londoner.

Today, Cass Business School stands as a one of the foremost centers of business academia in the UK capital, a culture of philanthropy woven within its very fabric. David Street has worked as the university's director of development for the past four years. Inspired by the American cradle-to-the-grave fundraising model, David's aim is to develop truly life-long relationships with both current students and alumni from around the world. Under the school's new dean Marianne Lewis - who relocated from the US in 2015 - the perfect plan is being put in place to support this vision.

David has been in the business of fundraising and development for about 14 years. Prior to joining Cass, he headed up development and alumni relations at the University of East Anglia (UEA), revitalizing a long-dormant development office. East Anglia is where David calls home and he enjoyed his time there. But when Cass came a-calling, the opportunity was too good to pass up.

FACTS BOX

School location: London, UK-

School size: 4,000 students-

Size of development office: 10-

Size of school alumni network: 37,000-

Number of engaged alumni: 30,000 with up-to-date contact details-

Donations in 2015: £1.9 million

How did you get into a career working in fundraising and development?

I spent 25 years working in retail banking for Barclays. And a consistent theme throughout that was managing relationships with staff and high net-worth customers. As Barclays started to downsize, it dawned on me that my skills were transferable to other disciplines.

A friend of mine introduced me to a fundraising consultancy. I met with them and they offered me a job. They were then assigned a year contract at UEA and I was put on the case. When the contract came to an end, I was invited to stay on at the university.

What is the best thing about your role at Cass Business School?

The business school is very much on the up. We're based in the heart of London and we've got some outstanding links and relationships that many schools would die for.

I'm very fortunate to work with some of the best minds in the world and I get the opportunity to meet some amazing alumni, donors and friends of the school.

What challenges do you face?

London's like a large village, there's lots of institutions here and there's always stiff competition. So, attracting, recruiting and retaining the very best fundraising and alumni engagement staff is a challenge.

Another challenge is engaging at a high level with all of our alumni. Our alumni are based in 160 countries and we don't have the resources to engage with them all in the same way, all the time.

The most important thing is making sure what we do is strategically important to the business school. We position our offering



Image from Cass Business School Website: www.cass.city.ac.uk/mba/full-time-mba - www.youtube.com/watch?v=vECLAYqw6SY

based on the needs of our students. A lot of donors might think they know what students want, but our students' actual needs are most important because they're going to be our next group of alumni.

What projects are you fundraising for this year?

By far the most popular area for support, and the greatest need for us, is for scholarships. I genuinely think that we're changing lives. We're giving opportunities to young people who might not otherwise come here.

How much do you raise for the business school on average per year, and What percentage from alumni?

A couple of million a year in pure philanthropy, with about 25% from alumni.

The work of my team not only delivers cash income, but research income and repeat business by way of students coming back and doing post-graduate qualifications. If you take it wider than just pure philanthropy, the actual impact of our office is probably £4-5 million a year.

What are the largest and most surprising donations you've received during your time at Cass?

My personal largest individual donation is just about to come in next month: a \$500,000 pledge from a former MBA student.

That's going to help us establish a fund to develop our operation in Hong Kong. First, to create a scholarship for masters students from Hong Kong or China. But also to provide funding to actually go out there, and spread the word about Cass.

In terms of non-cash donations, we get some interesting stuff coming our way. We've had works of art, academic gowns. When I was at

UEA, we even received a piano!

What methods do you use to solicit new donations?

I rely very much on determination and having a clear plan. It's easy to charge around and not get anywhere. It's about being selective with what you do.

I love meeting all alumni, but predominantly, I focus my big activity on those that have the greatest potential to help us.

Do you attend conferences or network with development professionals at other business schools?

I meet up with my peers on a reasonably regular basis. I attend CASE and there's an informal directors networking group where we keep in touch with each other. It's a pretty sharing community.

What advice do you have for anyone starting a new development office in a school or college?

Have a plan and don't overpromise and under-deliver. It's all about confidence, internally and externally. So don't set your aspirations too high.



Image from Cass Business School Website: www.cass.city.ac.uk/mba/full-time-mba - www.youtube.com/watch?v=vECLAYqw6SY



Image from Cranfield School of Management Website: <http://www.som.cranfield.ac.uk/som/p19936/Programmes-and-Executive-Development/MSc/Corporate-Sustainability>

Benedicta Morrow-Slason, Director of Development and Alumni Relations at Cranfield School of Management



"We have such a warm, engaged and supportive alumni community and I love the emotional connection that alumni feel towards the school."

Benedicta Morrow-Slason heads up development and alumni relations at the Cranfield School of Management, a distinctive, entirely post-graduate institution located on a former RAF base in the Bedfordshire countryside.

While Cranfield has long tradition of alumni relations dating back to the mid-1970s, its development office is in start-up phase. Strong connections with alumni have not, in the past, translated into development support. Now, as Cranfield School of Management enters its 50th anniversary year under a new director, Benedicta is determined to take the school's development office to the next level.

With over 18 years of experience in the field, she's well-placed to do so. For almost a decade, Benedicta worked as a senior development officer at the prestigious, all-women's Wellesley College in the US, where she helped raise a record \$472 million in five years. She then returned to the UK and took up a deputy director of development role at her alma mater, University College London, before joining Cranfield.

FACTS BOX

School location: Cranfield, Bedfordshire, UK

School size: 630 students

Size of development office: 11 people

Size of school alumni network: 28,792

Number of engaged alumni: 21,072 have activated alumni portal accounts

Donations in 2015: £500,000-£1 million (2015/16)

How did you get into a career working in fundraising and development?

I feel fortunate to have fallen into this profession purely by luck.

I went to the US directly after graduating from university and took a job as an admin assistant in a development office for Emmanuel College, a small liberal arts college in Boston.

I was the only admin person in an office full of directors and the experience gave me insight into every single aspect of alumni relations and fundraising; from events and communications to annual giving, major gifts, trusts and foundations. That's how I started off.

What is the best thing about your role at Cranfield School of Management?

We have such a warm, engaged and supportive alumni community and I love the emotional connection that alumni feel towards the school.

Although we've been involved in alumni relations activities for quite some time, the development aspect of our work is in start-up phase. For me, that's hugely attractive.

I'm not just going through the motions; everything that we do has an immediate positive impact.

What are the prospects for the future?

I feel like we're on the verge of something great.

Last year we welcomed a new director, Maury Peiperl, who's worked at IMD and LBS and has degrees from Princeton and Harvard in the US. He completely understands alumni relations, how important it is and how it works. He's got a big vision for the school and really wants to engage alumni in that vision.

What challenges do you face?

We don't yet have all of the internal infrastructure in place that we need to manage our activity.

We're building a bike and riding it at the same time. We're trying to put in place some basic structures and processes to support our alumni relations and fundraising activity, while also trying to develop those relationships and increase engagement and support.

A big problem we have is maintaining the quality of our alumni database. And of course, everything rests on that.

What projects are you fundraising for this year?

Our primary focus is a new faculty building which we're looking to raise roughly 10 million for over the next few years. Another area of focus is support for an MBA loans scheme run by Prodigy Finance.

The loans scheme is compelling because it's a leg-up rather than a hand-out. Alumni can either make a personal investment



Image from Cranfield School of Management Website: <http://www.som.cranfield.ac.uk/som/p20220/Knowledge/Home-MIRC/Photo-gallery>



Image from Cranfield School of Management Website: <https://www.cranfield.ac.uk/About/People-and-Resources/resources/facilities/som/Cranfield-Management-Development-Centre>

themselves or make a gift to the university to invest on their behalf. That then becomes gift in perpetuity, it recycles; students take loans and pay them back, the university then re-invests that money back in.

How much do you raise for the business school on average per year?

Given that we're a start-up operation, our fundraising results have been quite up and down. This year, we'll raise between £500,000 and £1 million. We raise about £70,000 through our regular giving program each year, and are expecting to substantially increase that figure in the coming years.

What is the largest donation you've received during your time at Cranfield?

£150,000 from a single donor in support of scholarships, bursaries and the loan scheme.

What methods do you use to solicit new donations?

There isn't any silver bullet in terms of major gift fundraising. It's about going out and talking to people, building genuine relationships with donors, listening to what's important to them and matching their interests with our priorities.

Do you attend conferences or network with development professionals at other business schools?

We regularly attend things like the CASE conference and we're very interested in

learning from other people's experiences.

Alumni relations and development is a very open and sharing profession. By and large, we are not competing against each other. We all have our own defined alumni network.

What advice do you have for anyone starting a new development office in a school or college?

Get your systems and processes in order. You can't develop alumni relationships and manage fundraising activities without having the internal structure in place to do so.

Another challenge is managing expectations internally. There's an expectation that if you throw a couple of hundred thousand on establishing a development office, the results will be immediate. People need to be patient, trust the process and trust how it works.



Image from Imperial College Business School Website: <https://www.imperial.ac.uk/business-school/intelligence/features/business-school-performs-well-in-ref-2014/>

Janet Alexander, Head of Development at Imperial College Business School



"It's very important to keep in contact with alumni from the beginning and then continue that relationship and strengthen it over the years."

Janet Alexander is heading up a brand new development office at London's Imperial College Business School. Buoyed by a new dean and a £20.1 million donation from leading hedge fund Brevan Howard, the business school's historically small development operation is experiencing major upheaval.

In a pioneering approach, a growing new development team has decided on socially-impactful, university-wide themes to focus their fundraising efforts on. Their aim, to encourage financial and environmental sustainability and entrepreneurship.

FACTS BOX

School Location: London, UK

School size: 1,400 students

Size of development office: 7 people

Size of alumni network: Over 13,500

Number of engaged alumni: 13,400 with updated contact details, 365 alumni volunteers.

Janet joined Imperial little more than a year ago. Yet her experience in the field of fundraising and development spans almost two decades. In her previous development role, she led a successful £40 million capital campaign to fund the creation of a new atrium and First World War commemoration galleries at London's Imperial War Museum.

She's also worked for leading non-profit organizations in the US as well as the UK-based Historic Royal Palaces, where she raised a record corporate contribution to fund the restoration of the White Tower at the Tower of London.

How did you get into a career working in fundraising and development?

I wasn't really aware that it was possible to have a career working in philanthropy. Like many of my colleagues, I ended up in development quite serendipitously.

By working in a charity and learning a bit more about the role, I started with fundraising for events and began to specialize a bit more after that.

What is the best thing about your role at Imperial?

The interesting people that I meet and the vast range of fascinating projects that we're working on.

We're definitely ramping up our ambitions at Imperial. There's big investments, a lot of energy around fundraising and a lot of things we want to do.

How does working in development at Imperial compare to your previous roles?

The nuts and bolts of fundraising are still the same; it's primarily about building relationships with people, finding out what they're most interested in and what they want to learn more about.

Obviously, the causes are rather different. The last cause I worked on was raising funds for the commemoration of the First World War and the building of a new gallery at the Imperial War Museum.

At Imperial College we're looking to the future rather than the past. A lot of the most interesting work that we do is about



Image from Imperial College Business School Website: <https://www.imperial.ac.uk/giving/what-to-give-to/support-a-faculty/>

innovation and entrepreneurship and building business solutions for global problems.

What challenges do you face?

The business school has only been around since the 1980s, and in its current form it's only really been around since the early 2000's.

We're very much the new kid on the block; we've had less time to build relationships and many of our graduates are still comparatively young.

What projects are you fundraising for this year?

We're always hoping to find funds for scholarships, research and to help us bring in new faculty.

But what we've also done this year is come up with big themes and areas of work that we want to specialize in: things like helping society move away from the carbon economy, figuring out how to avert the next financial crisis, encouraging social entrepreneurship and social innovation, and improving healthcare systems around the world.

We were very mindful that we wanted the priority areas that we came up with to reflect the work that was being done across the college, to make sure that they represent our vision and show how closely all the different departments and faculties are working together. We think that's the key to be competitive globally.

How much do you raise for the business school on average per year?

In terms of an annual stream of funds, it's too soon to say. We're only just getting started with fundraising. My role is a new role; it was created when I came in. We didn't have any dedicated fundraisers at the business school before then.

What are the prospects for the coming year?

We're in conversations, but we know that in fundraising more substantial gifts can take a number of years. Most of the work at the moment has been about building relationships; building that foundation.

What methods do you use to solicit new donations?

Again, it's about building up relationships, knowing who your alumni are, being in touch with them in a number of different ways, finding out what they feel passionate about and finding out where there's a common ground.

When there's an intersection between what an alumnus might feel passionate about and what we as a business school would like to achieve; that's usually when philanthropy can happen.

Do you attend any conferences or network with development professionals at other business schools?



Image from Imperial College Business School Website: www3.imperial.ac.uk/newsandeventspggrp/imperialcollege/newssummary/news_30-11-2012-14-4

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I meet individually with colleagues at business schools but we're also all in touch through the CASE conferences.

What advice do you have for anyone starting a new development office in a school or college?

Take the long-term view.

It's very important to keep in contact with alumni from the beginning; to be in contact with current students and then continue that relationship and strengthen it over the years.

That's where we're doing a little bit of catch-up at the moment. Perhaps we weren't as strong at maintaining those relationships in the past, but we're certainly doing what we can now to make up the difference.



Image from Georgetown University's McDonough School of Business Website: <http://msb.georgetown.edu/>

Matilda Carpenter, Senior Director of Development at Georgetown University's McDonough School of Business



"For a new development office you have to be very energetic, you have to be able to take rejection well and you have to have an awful lot of fortitude and self-motivation."

Matilda Carpenter circumnavigates the globe in her pursuit of major gifts. In her role as senior director of development at Georgetown University's McDonough School of Business, she works hand-in-hand with the school's dean, targeting philanthropic leaders in a well-established, multi-million dollar development operation.

Currently, Matilda's leading a \$125 million capital campaign for the business school as part of the wider university's decade-long, \$1.5 billion fundraising drive. The campaign concludes in June, but already exceeded her original goal of \$100 million and is hopeful to exceed her stretch goal of \$125 million; a target she and the dean set upon her joining the school in 2013.

Success breeds success, and Matilda's fundraising career has had lots of it. At Fordham University, she secured a record \$25 million gift which went towards the naming of the university's Gabelli School of Business. Prior to entering higher education, she worked for over 20 years in entertainment, managing a roster of eminent performing artists.

FACTS BOX

School location: Washington DC, USA

School size: 3,600 students

Size of development office: 4 people

Size of school alumni network: 24,000

Number of engaged alumni: N/A

Donations in 2015: est. \$21 million

How did you get into a career working in fundraising and development?

In the early part of my career, I had great success working as a manager with very talented and world-renowned artists, particularly in modern dance. Artists never have any money, so I was always fundraising, without even recognizing that it was part of a profession.

I then really looked into using my skill-set in fundraising. I've always believed in education and culture, so I thought that going into the field of higher education would be a very natural fit for me, and it was. What is the best thing about your role at McDonough?

There's so many wonderful things. I genuinely love my job. Our alumni love their school, they're very proud and they really want to help the school and the university grow. The dean, David Thomas, is a wonderful partner, and he and I travel extensively. In a 12 to 14 month period, I had the opportunity to go around the world twice; from DC, to Europe, to Asia and back. We've just returned from a trip to Rome, and this year we also went to Dubai and Mumbai.

Dean Thomas and I make a great team in fundraising. We're an international school, we have people all over the world, and my specialty is high-net worth individuals, so we get on a plane and we go where we find them.

What challenges do you face?

The fundraising itself comes somewhat



Image from Georgetown University's McDonough School of Business Website <http://msb.georgetown.edu/faculty-research/faculty>

easily. It's more about making sure we maintain our upward trajectory, that we steward the gifts well and focus on what our needs are and on delivering to the students. I don't perceive these as challenges, but these are things that are always at the forefront of my mind.

What projects are you fundraising for this year?

We have a number of pillars to our campaign. Our first is faculty support - chairs and professorships – and we're very highly focused on MBA scholarships.

We also have what we call transformational opportunities, which are really big gifts to, for example, start a new center or degree program.

Lastly, we have the dean's leadership fund, which is essentially a venture fund that enables him to be facile and nimble if students or faculty members need funding for a project or specific activity.

How much do you raise for the business school on average per year?

In the last 5 years, approximately \$13.4 million per year with over 60% coming from alumni.

My ultimate goal is \$8 million a year and I have a team that raises about \$1 million

each, per year.

What is the largest donation you've received during your time at McDonough?

\$10 million to establish our real estate center.

I am also working closely with several donors to explore gift opportunities of seven and eight-figure gifts, and even a nine-figure gift is in the works.

What methods do you use to solicit new donations?

It's about being intuitive, reading people and also being quiet and doing active listening. I try to tell some of the younger people I work with about the power of being quiet: it's about the person that you're in a room with, not about you as a fundraiser.

Do you attend conferences or network with development professionals at other business schools?

I have a network of colleagues and friends who are fundraisers. I haven't attended one recently, but I've often sent my team and also one of our senior associate deans to a CASE conference, and they had a really great experience.

What advice do you have for anyone starting a new development office in a school or college?

It's a 24/7 job so you really have to have the proper temperament for it. There are not enough hours in the day, so be absolutely ruthless with your time.

You have to be very energetic, you have to be able to take rejection well and you have to have an awful lot of fortitude and self-motivation.



Image from Georgetown University's McDonough School of Business
Website: <http://msb.georgetown.edu/>



Image from George Washington University School of Business Website: <http://www.gwsba.org/#/duques-hall/zoom/c16q4/image1n0h>

Elizabeth Mitchell, Assistant Vice President at George Washington University School of Business



"Be authentic with your constituencies, understand what they value and how to help build the right kind of strategic connection to the institution."

Elizabeth Mitchell is assistant vice president for development and alumni relations at the George Washington University School of Business (GWSB), and at the forefront of the first, most comprehensive large-scale fundraising campaign in the university's history.

Part of the wider university's "Making History" campaign, Elizabeth is leading an effort to raise \$75 million for the business school by 2018. So far, she's halfway there, while the university as a whole has already raised close to \$850 million of its massive \$1 billion target.

Elizabeth joined GWSB in 2011, and started raising funds for the campaign which was then publically launched in 2014. Now, under a new dean, she's looking to accelerate GWSB's development operations and make the most of a rich, global network of business school grads.

Her role at GWSB is the culmination of a twenty-five year career in university fundraising and development, working for a number of leading American institutions including the University of Maryland's Robert H Smith School of Business, Wheaton College, John Hopkins University and Harvard University's Law School. She's a Harvard Divinity School alumna.

FACTS BOX

School Location: Washington DC, USA

School size: 3,000 students

Size of development office: 14 people

Size of school alumni network: 53,000

Number of engaged alumni: 39,000 are contactable. 3,000 have had face-to-face meetings with GWSB development staff in the last 16 years (since 2000), 300-350 are active alumni volunteers, of which 30% give back philanthropically.

Donations in 2015: \$7.8-7.9 million

Size of endowment fund: \$29 million

How did you get into a career working in fundraising and development?

When I was at Harvard, I self-designed my program in non-profit management, philanthropy and business ethics, and in my first year, I did a field placement in direct service.

I started discovering the importance of philanthropy as a driver for social impact. I really became intrigued by it and I took a job at Harvard Law School's development office. Raising money for a university is very rewarding and fulfilling work. I entered into this profession, and I've remained in it for the last 25 years.

What is the best thing about your role at GWSB?

I'm an institutional entrepreneur. Part of why I came here was because this was a great opportunity to help build a program. GW as a university is almost 200 years old, but unlike many US educational institutions the business school had not done traditional development fundraising until recently. In some respects, we're creating our own entrepreneurial start-up.

The overall business school community – the students, the faculty, the alumni and our partners and corporate friends - is also a truly amazing network to be affiliated with.

GWSB is a global business school and in my work I'm privileged to travel throughout the US but also to Turkey, to the Middle East, to Hong Kong and mainland China.

What challenges do you face?

It's a cultural change for the school to focus on development. The faculty here are wonderful. But some of the things that we're asking them to help us with, they've



Image from George Washington University School of Business Website: <http://www.gwsba.org/#duques-hall/zoom/c16q4/image1n0h>

just never done before. Building an internal understanding of what we do and how we do it takes time.

Another challenge is that since I've been here, I've had more than one dean. Whenever you have leadership change in philanthropy, the most significant donors will want to meet that person and get to know them and their vision before they re-invest. That slows down the process.

Now, we have a great new dean. What was a challenge, is now shifting more into forward momentum.

What projects are you fundraising for this year?

As well as funding scholarships, we're seeking to raise money to support the quality of our students' experiences. That includes things like ongoing technology enhancements, entrepreneurship competitions and international business consulting experiences.

We're also raising funds for endowed professorships, research and support for our PhD students. And we're delighted to announce a seven-figure gift in support of our F. David Fowler career center made by our board chair.

How much do you raise for the business school on average per year, and what percentage from alumni?

In last four years we've averaged between 7.8 to 7.9 million each year, around 90% from our alumni.

That's up from a total of \$10 million we raised in the previous three years (2009-2011). Our goal is to get to a sustainable platform of \$10 million per year.

What is the largest donation you've received during your time at GWSB?

\$3.3 million for an endowed professorship in June 2012.

What methods do you use to solicit new donations?

At the heart of it is relationship building. The most important thing is to be authentic with your constituencies whoever they may be, to listen to people, to understand what they value and how to help build the right kind of strategic connection to the institution.

You have to make the ask, but you also have to know who should make the ask, at what time you should make the ask and under what circumstances.

Do you attend conferences or network with development professionals at other business schools?

This is a profession where you can always learn from somebody.

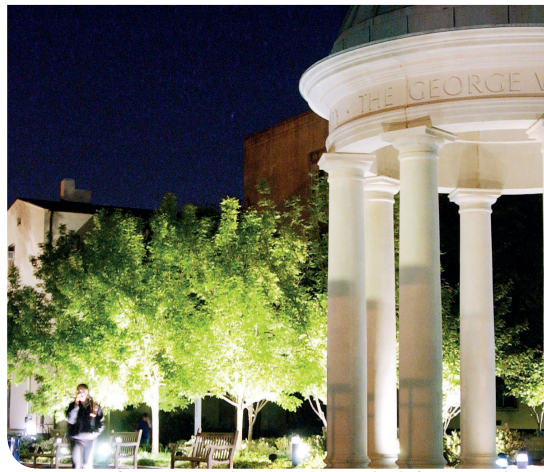


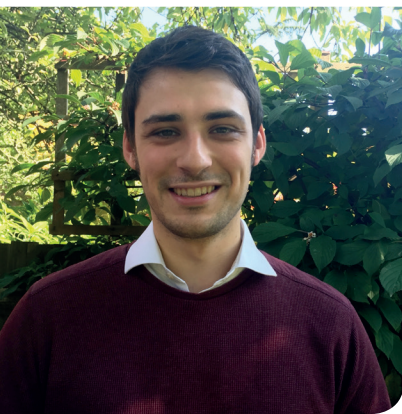
Image from George Washington University School of Business Website:
<http://business.gwu.edu/homepage/privacy-policy>

I've participated actively in CASE and, within the school of business, we are active members of the Association of Business School Alumni Professionals (ABSAP), a group consisting of 30 top business schools in the US.

What advice do you have for anyone starting a new development office in a school or college?

Treat it like a new business start-up, set very clear goals and know that you will not become Harvard or Oxford overnight.

You can't make up for years of not doing this kind of outreach, but you can be work-smart and strategic and targeted about what you are seeking to achieve. Focus on the people who have the highest capacity to make the most significant gifts in the longer term, and build a strong volunteer corps to help you as ambassadors.



The interviews in this booklet were conducted by Marco de Novellis, a writer and journalist currently working for business school network and news website BusinessBecause, a sister business of Pelicanconnect.

He's written on topics ranging from business education and entrepreneurship in Palestine, to the digitization of the luxury industry, the rise of craft beer, and satirical pieces on premier league football and Donald Trump. Marco has a first-class honors BA in History from the University of Leeds

About pelicanconnect



Fundraising on Pelicanconnect

Pelicanconnect is a beautiful, secure, cloud based software that enables schools to engage and inspire their communities. Pelicanconnect is the seamless combination of three core components:

- Community networking website
- Database & CRM
- Fundraising toolkit

The fundraising toolkit is a simple but powerful suite of tools that helps you reach your fundraising goals, monitor and analyse progress and cultivate new and existing donors.

Key features:

- Seamlessly connected to the database and CRM for up to date biographical and demographical information and detailed relationship tracking for donors.
- Intuitive and a pleasure to use by fundraising and administrative staff.
- Clear and concise snapshots of information that summarise progress, previous successes and future goals.

Key functionality:

- Easy access donor records viewable on any device with an internet connection
- Detailed but easy to read donor information, relationship and donation history and contact preferences
- Flexible and customisable data fields
- Payment tracking (Regular, split payments, pledges, legacies, In memoriam)
- Pledge reminders
- Payment reconciliation
- Campaigns, sub-campaigns & activity tracking/ progress reports
- Attribute donations to specific activities/ appeals
- Prospect management and cultivation
- Online donations
- Online 'support' pages including a summary for active network members of their support so far.

To request more information email us at info@pelicanconnect.com

