St John's Prep

About St John's Prep

Founded in 1870, St John's Prep is a private, coeducational catholic school. The school provides a challenging, rigorous and engaging curriculum for its students and is based in the neighborhood of Queens, New York. Leavers of St John's Prep are eligible to become a member of the SJP alumni community, a ToucanTech powered platform designed for St John's alumni. At the heart of this platform, SJP alumni are able to connect with old classmates and peers, make online donations, and sign up to alumni events.

We caught up with John Roleke, Vice President for Advancement and Alumni at St John's Prep, to find out how the school successfully launched its new platform through ToucanTech after switching from Blackbaud's Raiser's Edge.

St John's Prep – stats from first month of using their ToucanTech CRM + community website:

260+ event registrations processed in one month!

More than **20** user groups set up in their database including: alumni, faculty and staff, friends, board of trustees and volunteers

27,400+ donations transferred across to their ToucanTech database:

- 26,819 one-off donations
- 249 regular donations
- 273 non-monetary donations

45 online payments processed on their ToucanTech website in one week!

700 photos shared with their alumni on their ToucanTech community portal

What prompted you to start looking for new software for advancement?

My search started with online community software as we have over 20,000 alumni. Helping our alumni connect with one another was the big goal.

What made you choose ToucanTech over different software options?

I contacted several companies, went through demos of their products, and spoke with their current customers. I also contacted colleagues at similar schools and asked about their software experiences. When I found out that ToucanTech could handle the fundraising work on the same platform as the community engagement, I was sold. I appreciated that it's an all-in-one tool, rather than a platform that purports to integrate with many different vendors or systems. Often with those, the data doesn't actually integrate. ToucanTech is also a growing company with an emphasis on customer support so that means a lot to me.

How has the data migration and setup process been?

Data migration was great, I can't believe I'm saying that! If you have ever been through a data migration, you know how arduous and expensive it can be. I found the data migration team at ToucanTech to be excellent. They paid great attention to my needs and the very minute details of our data. They also gave constructive feedback on the database organization.

What are you hoping to achieve with your new system in the year ahead?

I want to offer our alumni a robust way to connect with one another and the school, renew friendships, and offer career and other guidance. My goal is to have more than 2000 alumni on board within our first year. I know the more engaged the alumni are online, the more engaged they will be with our events and fundraising.

Any advice for other schools considering a move to an all-in-one advancement solution?

I was apprehensive to move from a system that we had used for years, but it has already been worth the nerves and work. An all-in-one will change how you think about your constituents and their engagement.