



Jenzabar
Advancement

Enhance alumni relations, exceed your fundraising goals, and increase support

With limited resources and growing pressure to increase fundraising goals and outcomes, effective development and alumni relations initiatives are more critical than ever to the success of your institution. Jenzabar Advancement gives you the flexibility to gather insightful donor and alumni data and use that information to formulate and execute modern strategies that can expand and enhance your institution's revenue streams.

From prospect identification and cultivation to stewardship and donor retention, Jenzabar Advancement empowers every aspect of your development program with sophisticated technology that enables data-driven decision-making. Monitor the progress of your fundraising initiatives, analyze your lessons learned, and work smarter to maximize your advancement endeavors.

At a Glance

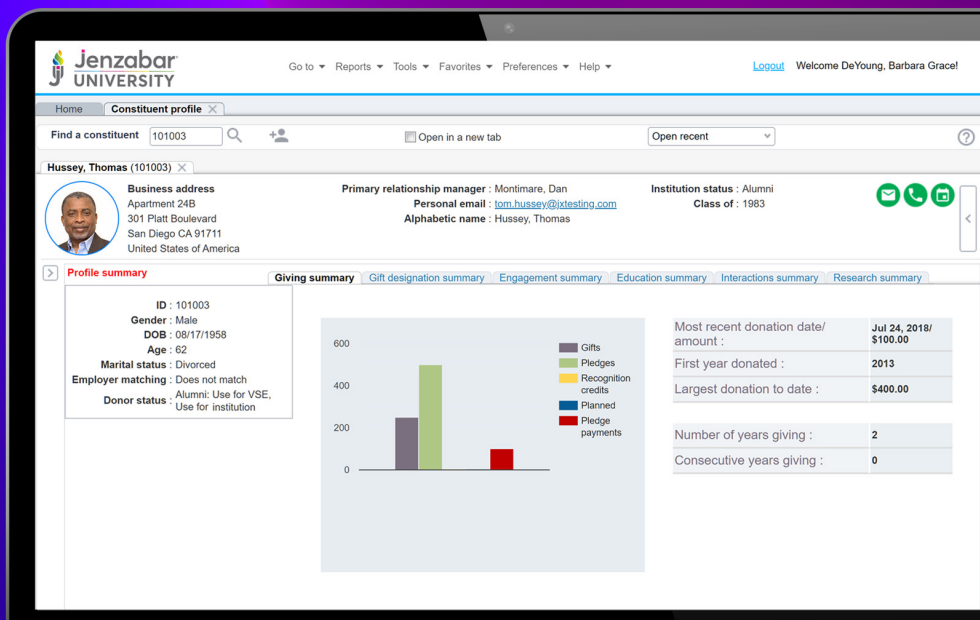
Jenzabar Advancement brings together extensive constituent data, powerful communication tools, strategic campaign planning, and modern business intelligence solutions to support your most comprehensive fundraising and alumni relations programs.

Advantages

- ▶ Raise more money for your institution.
- ▶ Deepen alumni engagement and extend community outreach.
- ▶ Engage with constituents through modern communications channels.
- ▶ Identify realistic goals to set your staff up for success.
- ▶ Execute the best solicitation programs and planned giving proposals.
- ▶ Leverage strategic campaign planning and development research.
- ▶ Gain insight into your fundraising progress with in-depth reporting and analyses.

"We were looking for an advancement solution that had improved prospect management and stewardship functionality. We needed more streamlined gift processing and data entry alongside enhanced reporting in a web-based environment. We got all that and more with Jenzabar Advancement."

RYAN ELLIOTT
Director of Advancement Services
Webster University





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Jenzabar, Inc.
111 Huntington Avenue
Suite 530
Boston, MA 02199

Find out more

- 1.800.593.0028
- info@jenzabar.com
- jenzabar.com



Broaden your reach and cultivate lasting relationships

Jenzabar Advancement bridges the gap between development and alumni relations and helps everyone on your fundraising teams work smarter and more efficiently. It brings together a range of modern communications tools so you can build and cultivate important relationships, strengthen alumni engagement, and expand your constituent reach.

Jenzabar Advancement seamlessly integrates with your financial and student information systems. It provides easy access to critical campaign statistics, delivers valuable insight into relevant staff and volunteer assignments, and enables you to monitor progress and adjust resources as needed to hit your objectives.

Enhance Fundraising Programs

Inspire your constituents to become loyal, lifelong donors using Jenzabar Advancement. By bringing together powerful communication tools and key interest and involvement data, you can develop and execute targeted, personalized, and successful engagement strategies.

- Build and manage constituent profiles using biographic data, demographic information, and giving histories.
- Research and identify constituent segments who are most likely to support your goals.
- Review the approach and successes of past appeals to identify the most effective outreach strategy.

Strengthen Constituent Affinity

Manage all aspects of key giving programs, including planned giving, grants management, and scholarship management initiatives. Jenzabar Advancement can help build or strengthen affinity with major donors by empowering your staff to share intimate program details, align programs with donor requests, and demonstrate the overall impact of each gift.

- Develop effective planned giving proposals, cultivate gifts throughout various stages of the donor relationship, track important milestones associated with each commitment, and build reports that clearly differentiate planned giving commitments from other gifts and pledges.
- Manage and document all aspects of the grant submission process, including the tasks and requirements before and after grant receipt, through a centralized dashboard.
- Showcase scholarship recipient profiles, the growth of scholarship funds, and how scholarships align with donor requests to your constituent and donor communities.

Optimize Campaign Management

Jenzabar Advancement aggregates and centralizes critical constituent information to formulate, manage, and evaluate campaigns from a single system. With easy access to key campaign statistics and relevant staff and volunteer assignments, Jenzabar Advancement enables you to adjust and optimize resources and strategies as needed.

- Launch segmented and targeted campaigns that nurture lifelong donor relationships.
- Support phone-a-thons, email marketing, and other campaigns through a single system.
- Leverage built-in business intelligence and analytics tools to improve efficiency and monitor goals.

