



Gaining Better Results through an Integrated Constituent Management System

Web Conference: Wednesday, October 15, 1:00-2:30 p.m. Eastern

Overview

Much data is collected on your students and other constituents when they attend and interact with your community college. But how effectively are you utilizing the data to gain results in your fundraising programs? Does your information system help or inhibit the ability to access key information to assist you in building effective campaign plans and solicitation strategies?

Join us for an overview of how integrated constituent and donor information can benefit your advancement programs. You will learn specific strategies and best practices for:

- Leveraging data from across campus to build effective alumni and donor profiles
- Creating strategic solicitations based on key information
- Engaging your alumni and community members via meaningful messaging

Who Should Attend

The web conference will provide useful tools and strategies for community college presidents, foundation and advancement executives, campaign directors, and alumni professionals.

Program Agenda

- Building effective alumni and donor profiles from campus-wide information
 - How do we track the right information?
 - How do we build profiles that are as complete as possible?
- Creating strategic solicitations that target audiences for results
 - How do we effectively “slice and dice” the data?
 - How do we measure the results?
- Engaging alumni and community members via meaningful messaging
 - How do our communications impact our audiences?
 - How do we track our outreach to constituents?

Presenter



Karli Grant, Product Manager, Institutional Advancement

Karli is the Product Manager for Institutional Advancement at Datatel and is responsible for Datatel's advancement and alumni relations solutions. In this role she sets the direction for the Datatel's products and services, and manages the company's relationships with clients, strategic partners, and professional fundraising associations and consultants. Now in her ninth year at Datatel, Karli comes from a higher education background, having served for 10 years at three very different size and type of institutions in both advancement and strategic enrollment management roles. Karli holds a B.A. from Susquehanna University, an M.Ed. from The Pennsylvania State University, and an M.S.T.M. from George Mason University.