



Multiply your fundraising success

With limited resources and growing pressure to increase fundraising goals, effective advancement initiatives are more critical than ever to the success of your institution. Jenzabar® Fundraising delivers the information, tools, flexibility, and best practice support you need to formulate and execute modern winning strategies.

From prospect identification and cultivation to stewardship and donor retention, Jenzabar Fundraising empowers every aspect of your advancement program and allows you to monitor progress, all while analyzing and learning from your results.

At a Glance

Jenzabar Fundraising provides two options for development and alumni relations. These fundraising tools are optimized for higher education.

The Advancement module integrates staff efficiency tools, extensive donor data, powerful communication channels, and modern business intelligence to support your most comprehensive advancement program.

The Development module provides easy-to-use alumni and constituent records management, strategic campaign planning, pledge and gift entry and processing, and extensive reporting.

Advantages

- ▶ Engage constituents with modern communication methods
- ▶ Build efficiency into your campaigns and 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 analysis

“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 Fundraising.”

RYAN ELLIOTT
Director of Advancement Services
Webster University



Available Modules

- Advancement
- Development



A flexible, cloud-ready platform exclusive to higher education. Our powerful suite of technology products and services provides your campus with mobile-friendly solutions for both student and institutional success.

an Analytics

el eLearning

en Enrollment

fi Finance

fa Financial Aid

fr Fundraising

hr Human Resources

rt Retention

st Student

Meeting fundraising goals just got a lot easier

Jenzabar Fundraising helps everyone on your fundraising team—from administrators to managers and solicitors—work smarter. Select the module that best supports your unique institutional mission.

Advancement

Streamline campaign management for both major gifts and annual donations. Gain easy access to key campaign statistics and relevant staff and volunteer assignments, monitor progress, and adjust resources and strategies as needed. Leverage online access to extensive constituent profiles, including:

- Biographic/demographic information
 - Giving history
 - Complete incoming/outgoing communication records
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- ▶ Comprehensive constituents profiles
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- ▶ Campaign management
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- ▶ Segmentation and targeted campaigns
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- ▶ Email marketing
-
- ▶ Phone-a-thon support
-
- ▶ Grants management
-
- ▶ Prospect research and management
-
- ▶ Planned giving
-
- ▶ Scholarship management
-
- ▶ Built-in Business Intelligence (BI)
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- ▶ Seamless integration with student information and financial systems

Development

The Development module helps you cultivate and leverage important relationships, strengthen alumni communications, and broaden your constituent reach. Easily identify and generate lists of family, colleague, and employment relationships. Generate and track personalized correspondence and follow through with prospects to turn pledges into donations.

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- ▶ Biographical and relationship data processing
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- ▶ Track scholarship patrons and recipients
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- ▶ Manage corporate, foundation, or organization affiliations
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- ▶ Microsoft® Word mail merge for thank-you letters, receipts, promise reminders
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- ▶ Soft credits support and matching gifts
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- ▶ Planned gift data management
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- ▶ Employee contributions via payroll deductions
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- ▶ All-inclusive gift entry and processing
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- ▶ Donor and gift reports
-
- ▶ Seamless integration with student information and financial systems

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