

CASE STUDY

Illinois Wesleyan University

+100
donors in the first year

Saved
\$160,000
on implementation fees

Saves
\$33,000
annually on
software licenses

PREVIOUS PROCESS

Multiple systems and fragmented data

In the past, Illinois Wesleyan University advancement staff employed multiple systems to keep track of their alumni and donors. Having to extract data from multiple sources resulted in inefficiencies and patchy information. Since the legacy system was not cloud-based, gift officers could not easily access alumni data on the road. IWU's call center was not integrated with the systems, so staff undertook multistep processes involving disparate systems to target and communicate with potential donors.

SLATE SOLUTIONS

Unified platform and accessible data

As a unified, powerful platform, Slate allows advancement staff to upload and retrieve donor data without transferring data between multiple systems or using manual processes. Call center staff have access to real-time data, and can query which individuals have not yet donated and prioritize those calls. With Slate's portal functionality, IWU staff can grant access to the information their advancement officers need to operate efficiently from the field.

With their work shifting remote in 2020, Slate enabled IWU staff to access critical donor data anywhere, at any time. Not only could the University team collaborate with each other, but they could also cultivate meaningful relationships with alumni and donors through communications and virtual events.

RESULTS

Cost savings and operational efficiencies

By moving IWU's Day of Giving operations from another system to Slate, the University saves over \$20,000 annually. Slate's auto-dialing capability allowed the University to eliminate an additional vendor, resulting in \$13,000 in savings each year. With Slate, there are no implementation fees, so the University saved over \$160,000 in first-year implementation fees thanks to the straightforward, all-inclusive license structure. By transitioning manual, labor-intensive procedures to automatic processes in Slate, the University recovered one full-time gift-processing position through natural attrition.

Increased donor engagement

The University gained 100 more donors in its first year of adopting Slate for Advancement. Since staff can record alumni interactions including their reactions to campus policies, University leaders can leverage Slate to analyze alumni feedback and make data-driven decisions about campus strategies.

READY WHEN YOU ARE!

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