How can an alumni and development database measure engagement successfully?

Joel Trotman
Senior Business Consultant
The Access Group

#IDPE19

idpe institute of development professionals in education

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Agenda

- Tell us about yourselves
- Company Overview
- Software Demonstration
- Q&A

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Please tell us about yourselves

- What schools are you from?
- What is your current database?
- How long have you been using it?
- What do you like about it?
- What don't you like about it?
- Do you use an online community tool, if so which ones?
- What would you like to see alumni and development databases do better?

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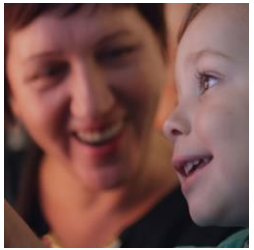
Relevant experience

1,500+

Charities, educational establishments, visitor attractions and membership associations of all sizes use Access

Exeter School



25+ years experience in NFP

"Access thankQ CRM is **the single most important communication tool at our disposal** and is fundamental to everything we do."

10,000

NFP professionals use Access to manage CRM, finance, HR, payroll, business intelligence, membership and fundraising

Farleigh School

Customer Advisory Product Board

University of Brighton

The University of Edinburgh

500 thankQ clients supported by product team of 100 people

The Edinburgh Academy

300 new thankQ CRM clients since FY14

Alleyn's School

The fastest growing **NFP mid-market CRM** in the UK

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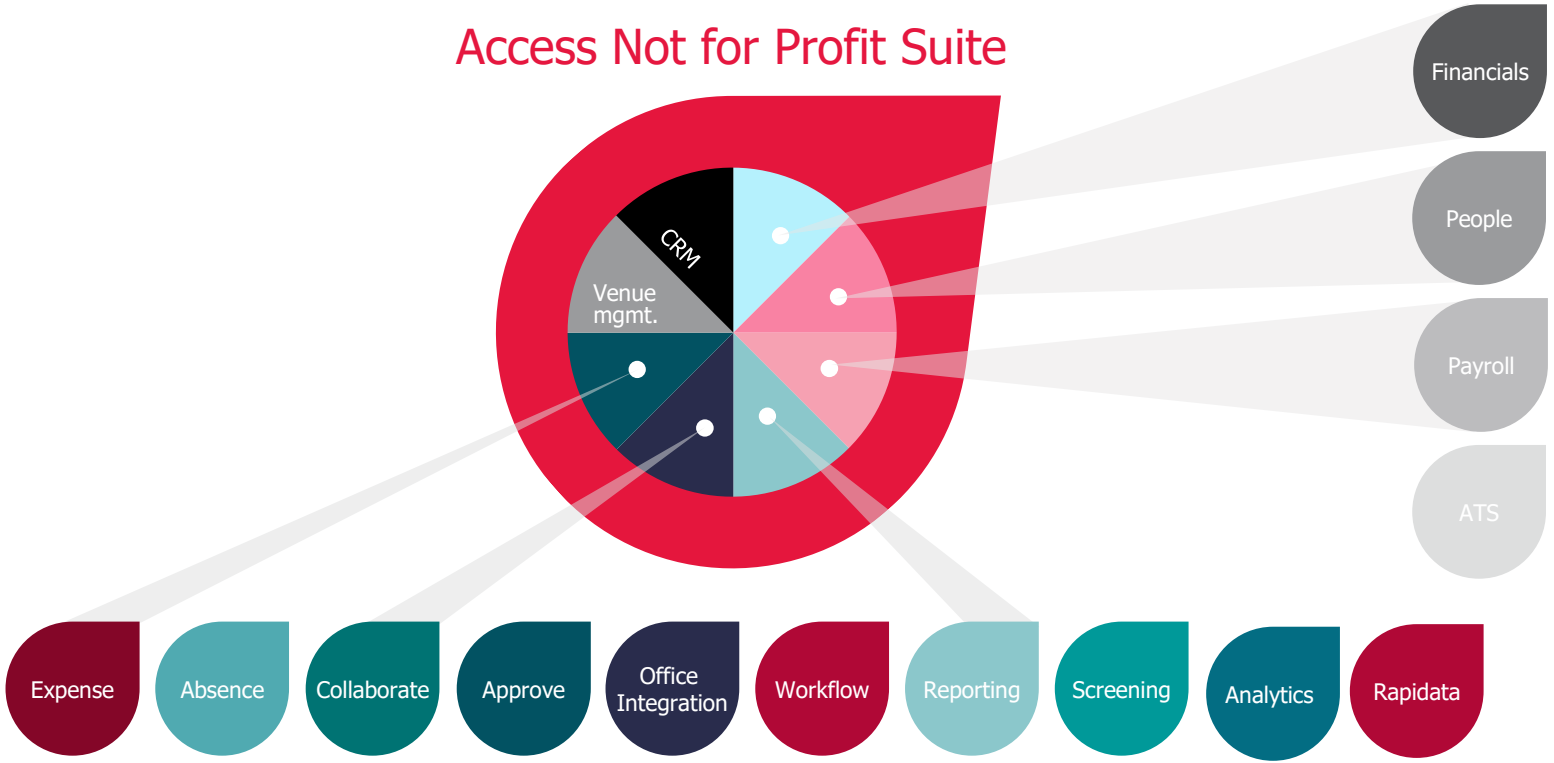
Access Not for Profit Suite



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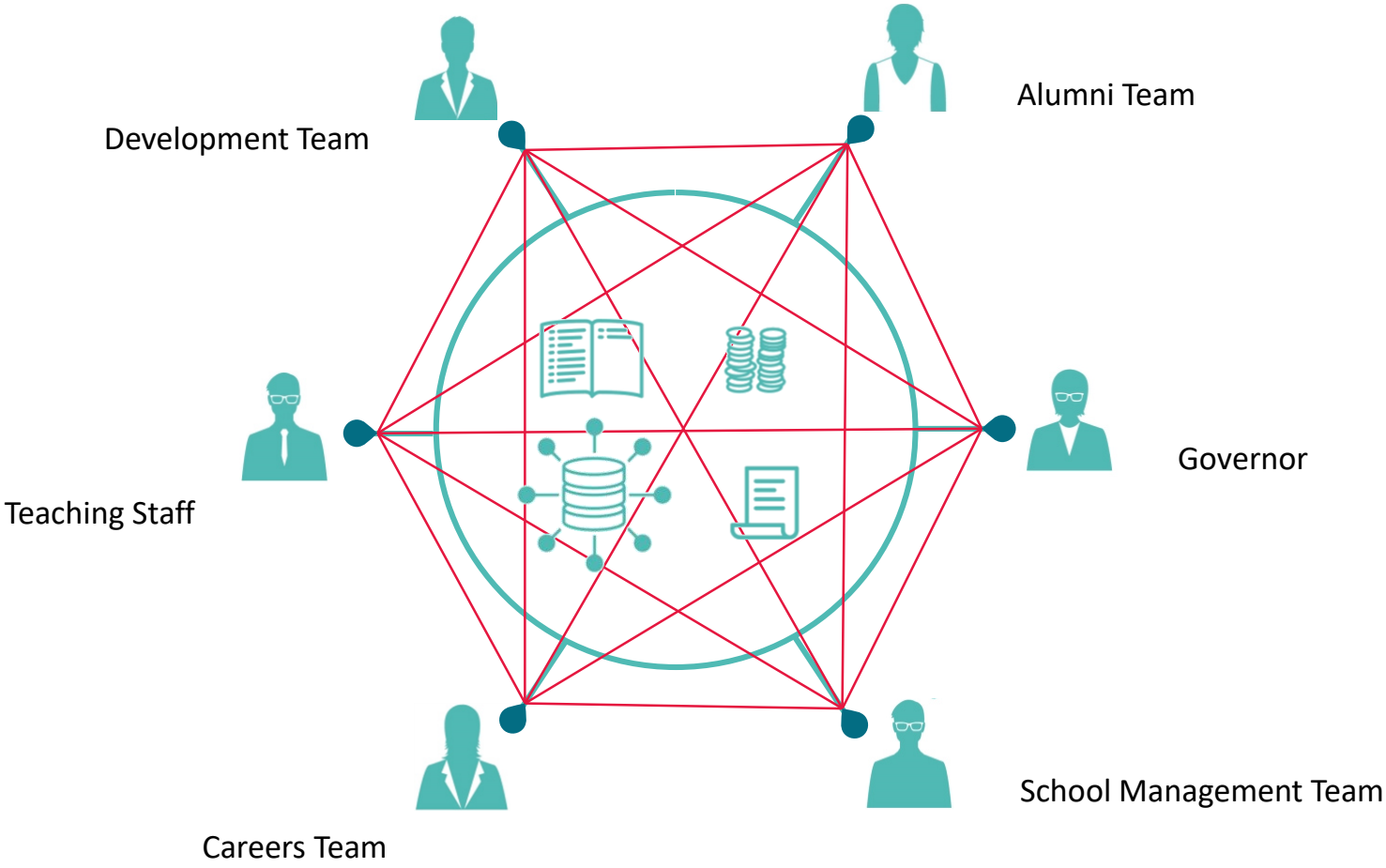

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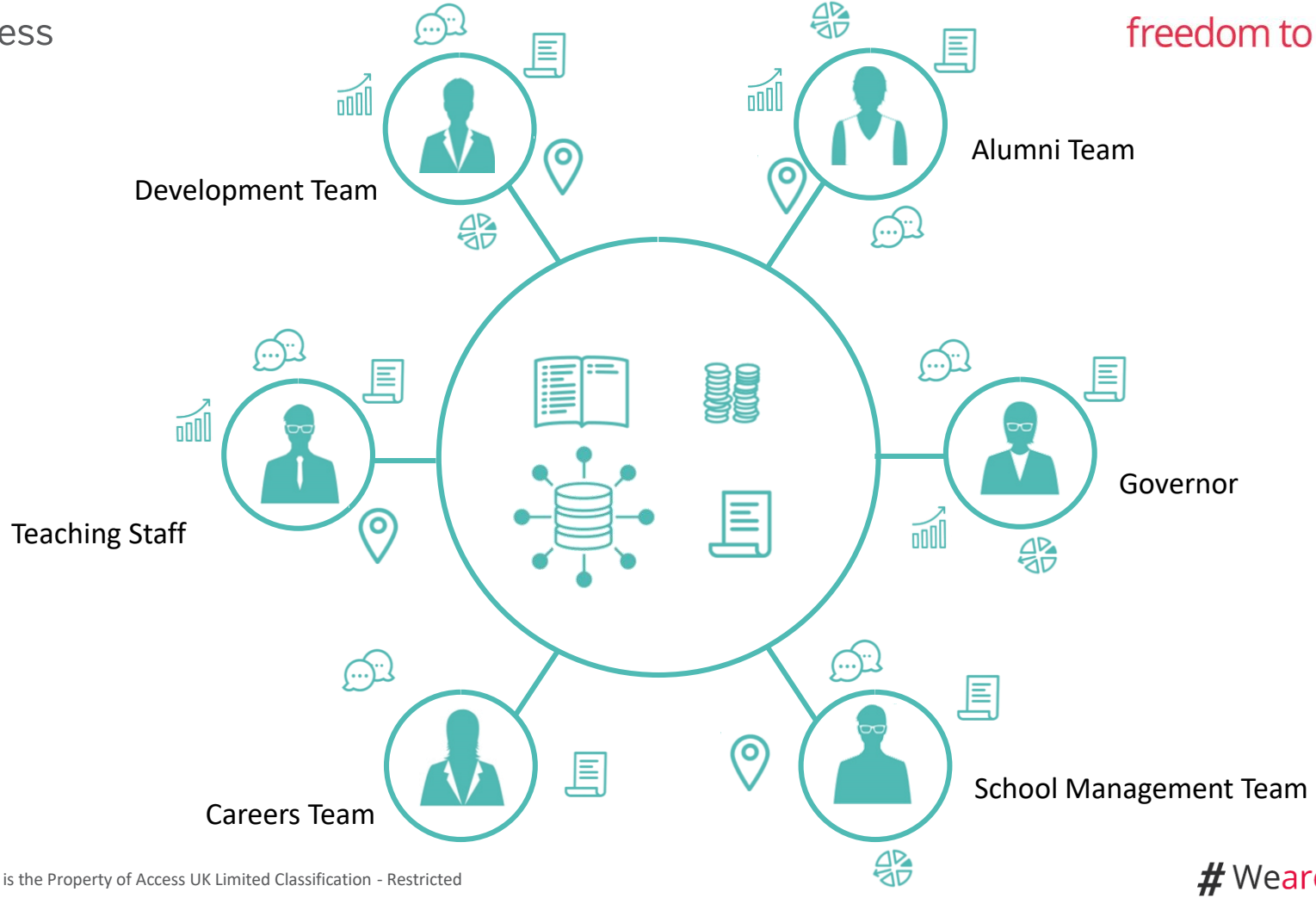

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Access thankQ CRM

Ease of use
e.g. Microsoft Office integration

Single customer view

GDPR compliance

User Dashboards & Ease of **Reporting**

Access

Comprehensive **Searching**

Social Media and **Web** integration

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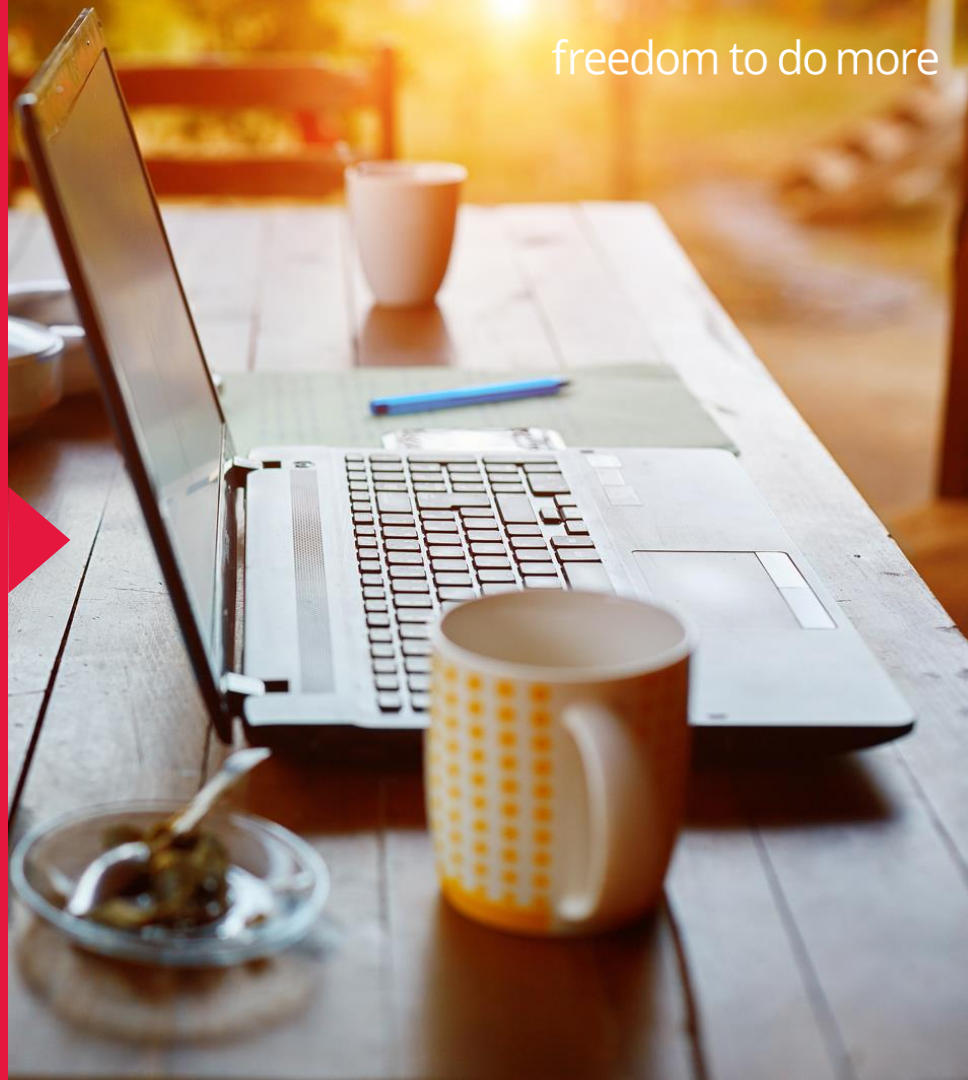
Software Demonstration

Access thankQ



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Questions?

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