

What's Happening Now – January 2014

In April 2012, the Alumni Association (UIAA), Foundation (UIF) and Campus Advancement began a multi-phase project to replace existing 20+ year old software and increase functionality to enhance fundraising and engagement with gift contributors on behalf of the University of Illinois. The Advance Illinois (AI) project is an advancement technology upgrade aimed to replace the current system, FACTS.

Timing is crucial to insure that the technology solution is fully implemented prior to the public phase of the next University wide Capital Campaign (approximately 2017). After an extensive vendor product evaluation, Blackbaud CRM was selected for implementation and will be implemented across the University over the next 24 months. Benefits of the new system include:

- Improved Fundraising Campaign Success
- Increased Annual Major Gift Giving
- Improved Development Officer Efficiency
- Reduction of Data Management Costs
- Improved Report and Analysis Capabilities
- Enhanced Communications
- Improved Image of Advancement and the University of Illinois

For more information, please contact Kelly Block (kjb@uillinois.edu) or Christina Vann (cvann@uillinois.edu).