

# ALUMNI AND DEVELOPMENT



**Embark understands alumni.** Embark's Alumni and Development solutions have been designed in cooperation with alumni officers from the around the world to increase productivity, streamline processes, and improve fundraising results through high touch, one-to-one marketing and customer relationship management.

Embark works with you. We know that your goals, workflows, protocols, and activities are unique to your institution. All of our system modules, forms, and views are configured to match your customized specifications. Embark provides you with the flexibility to select a solution for your most immediate needs or to choose a completely integrated, end-to-end solution for the entire alumni and development office.



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## MANAGE YOUR ALUMNI RECORDS

- Upload lists of complete alumni records and/or lists of record updates
- Input individual new alumni records as data is collected – on paper, on the phone, or in person – through an intuitive, web browser form view
- Allow alumni to register and create their own profile records online, or participate in surveys
- Find, view, maintain, and update alumni profiles quickly and easily with an intuitive, web browser interface
- Integrate all alumni data including internal comments with automated signatures and date stamps, phone and in person contacts, emails and print correspondences, event enrollments, and donor records
- Create custom fields as needed to meet your specific data needs
- Preserve data integrity and grant individual and/or role-based system access with granular permission settings for viewing or updating selected sets of records
- Generate reports and custom queries in real time, any time
- Collect and process fees and donations, for payments made by credit card or electronic funds transfers, safely and securely through Embark's PCI compliant payment processing solution

## COMMUNICATE WITH YOUR ALUMNI

- Manage and automate creation of print mailings and phone-a-thon lists
- Create, manage, automate, and send HTML-enhanced email campaigns quickly and easily without requiring IT support
- Target your messages to specific audiences by selecting groups based on your particular criteria definitions
- Personalize your messages using individual merge fields from your alumni records
- Track open rates, bounce rates, and click rates on email campaigns
- Automate electronic communications triggered by alumni actions such as attending an event, submitting a form, or making a donation

## ALUMNI NETWORKING AND SELF-SERVICE OPTIONS

- Upload resumes, work samples, portfolios – even professional certifications – safely and securely
- Register to request electronic transcripts from their alma mater
- Request recommendations or references – from other alumni, staff, faculty, or former employers – with automatically generated email invites and reminders
- Track the status of their activities, documents received, and contacts

## MANAGE YOUR EVENTS BIG OR SMALL

- Alumni can enroll for reunions, homecomings, seminars, and other campus or off-campus events and pay their registration fees online – anytime, anywhere – while saving you from repetitious tasks
- You can customize – and personalize – automated emails for enrollment confirmations, event reminders, attendance thank yous, and more
- Embark manages waitlists, scheduling changes and notifications, electronic rosters, and event calendar displays for you
- You can set up and manage individual volunteer assignments, alumni/prospective student interviews, and other one on one personalized events