



Education Cloud for Advancement & Alumni Relations

Build trusted lifelong alumni and donor relationships

Explore key features for Advancement & Alumni Relations.

Engage alumni, streamline fundraising and optimize operations to drive an institution-wide strategy. Meet the goals of your institution and communities with trusted AI and intelligence.

Alumni Portal & Mentorship

Foster meaningful connections and engagement across class years and interests. Create mentorship programs and compare participants to find the best match.

Data-Driven Donor Insights

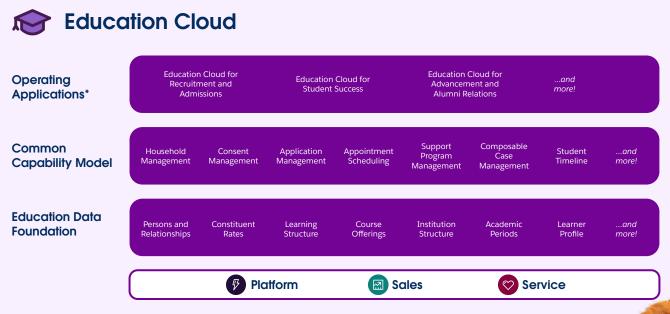
Drive donations and streamline portfolio management with a comprehensive view of engagement and giving.

Gift & Pledge Management

3 Effortlessly record gifts, optimize gift processing, and simplify financial reconciliation.



source: 2023 Total Economic Impact™ of Salesforce for Education











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Capability	Description
360 Degree View of Alumni	Comprehensive profiles and engagement tracking for alumni and constituents.
Branded Portal and Directory	Foster connections among alumni and across class years and interests.
Alumni Journeys	Leverage multiple marketing channels to manage and enhance alumni journeys effectively.
Mentorship	Create mentorship programs, compare and match participants and manage schedules and interactions within the portal.
Donor Insights	In-depth biographical, demographic, and relational data to allow institutions to craft effective fundraising strategies.
Portfolio Management	Supports tracking, moves management, and transition of ownership of donors and volunteers across internal teams.
Gift Processing	Gift recording and designated fund allocations with support for third-party payments in single and batch entries.
Pledge and Donation Management	Adapt amounts, dates, and pledge and gift schedules.
Financial Reconciliation	Bridge advancement transactions in CRM with finance for accurate and efficient financial management.





