



thankQ alumni

thankQ is in use at a range of educational establishments and has been developed to make the process of managing students and alumni as simple as possible.

understanding alumni fundraising

In addition to the standard range of CRM and fundraising functions, thankQ is packaged for educational organisations to specifically record:

- academic background including multiple qualifications and date ranges
- accommodation history e.g. house or hall of residence
- employment histories including government SIC and SOC codes

Customers fundraising and working with alumni also make the most of standard features within thankQ including:

- campaign management
- import tools to capture each year's new student records
- prospecting functionality to develop potential high value donors
- legacy management

Institution Name	Loughborough University	Institution Type	University
Education Details Further Details Subjects Accomodation Audit Control Table View			
Faculty / School	Faculty of Engineering and Science		
Course Name	Manufacturing and Production		
Year Of Entry	1970	Class Of	
Qualification Level	Undergraduate	Qualification Type	Academic
Award	BSc	Grade	2:1 (Hons)
Personal Tutor	Dr Arthur England		
International Exchange	Internal		
Year Of Leaving	1974	Reason For Leaving	

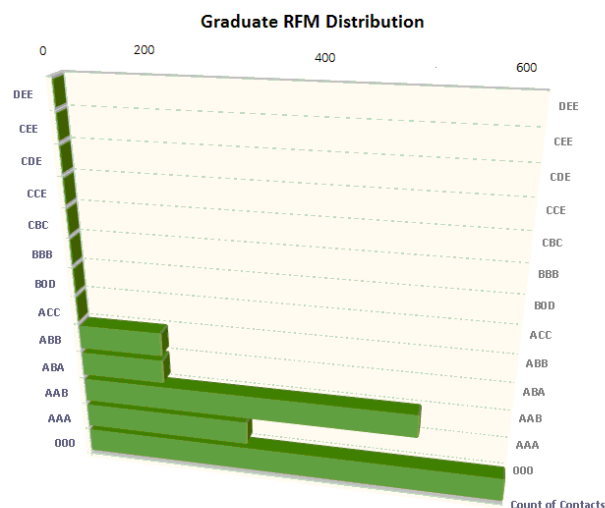
importing data

Having implemented thankQ for the alumni and development teams of a number of schools and HE establishments, we have experience of working with the unique aspects of fundraising in those environments.

Unlike other fundraising organisations, alumni databases see an annual injection of new contacts as pupils leave school and

students graduate. For example, we have configured interfaces to upload data from SITS student databases.

A number of establishments run annual telethon campaigns in partnership with third party agencies that take extracts of the data, correct it and use it to collect donations which then need to be imported back into thankQ. See our University of Edinburgh case study for more information.



barcode processing

Unfortunately, the above average turnover of addresses amongst young supporters can lead to a large volume of returned mail. By simply adding a bar code to your address labels, returns can be quickly scanned and updated - before the next mailing is due to be sent.

online presence

Information from thankQ has been made available to alumni using both the standard web modules and by embedding our solution as a channel within an existing alumni portal using the University's own authentication model