

## PeopleSoft Contributor Relations: Innovating for the Global Campus

### PeopleSoft Contributor Relations can help you:

- Tap the potential of your donor community
- Cultivate lifelong relationships with your supporters
- Empower your constituents to manage their own giving

Today more than ever, your institution's success depends on personal interaction with alumni and other supporters. The global economic shift and the wide-spread adoption of social networking as a relationship tool have created more competition for connection with prospective donors. Oracle's PeopleSoft Contributor Relations was developed in collaboration with our higher education customers to build an industry-leading solution. Powerful functionality allows you to manage donor relations virtually and streamline tasks so you can focus on cultivating relationships and advance the goals of your institution.

### Cultivate and Maintain Relationships

PeopleSoft Contributor Relations is developed to deliver the most modern technology solution designed specifically for higher education and its constituent relationship and fund-raising needs. As a result, CR gives you the most flexible and extensible solution available to capture, manage and maintain contacts with individuals and organizations so you have all the information you need about all of your constituents at your fingertips.

Some of these capabilities include:

- Capturing complete contact and biographical information including affiliations with other organizations or groups
- Maintain and track multiple communications and interactions—virtual or in person—and generate communications
- Capture all the financial information and giving history

### Analyze Commitments and Measure Results

Evaluating and analyzing every commitment made to your organization is vital for future planning and constituent cultivation. PeopleSoft Contributor Relations enables you to accurately record and track commitments so you can acknowledge and analyze them. This insight will empower you to take actions such as adjusting your campaign strategies, altering your communication modes and plans, or understand the impact of matching gift programs.

Some of these capabilities include:

- Process gifts in any form or currency
- Apply gifts to one or multiple units, departments or programs of the institution
- Track transactions to the institutions financial general ledger

**Contributor Relations in part of the Campus Solutions Suite of products which also includes:**

- PeopleSoft Student Administration
- PeopleSoft Campus Self Service
- PeopleSoft Gradebook
- PeopleSoft Student Administration Integration Pack

**Manage Prospects, Campaigns, Events, Volunteers and Membership**

PeopleSoft Contributor Relations from Oracle provides the powerful tools you need to manage fundraising processes throughout your institution. It also leverages Oracle's more than 35 years of experience in data management and security to support your needs today and in the future.

PeopleSoft Contributor Relations helps you streamline processes so you can focus on cultivating relationships.

Some of the capabilities of PeopleSoft Contributor Relations enable you to:

- Assign resources to prospective donors and create strategies and actions including cultivation steps, contact reports and tasks for staff and volunteers—individually or by units
- Optimize every fund-raising campaign and event through planning, in-process progress toward goals, and analysis of attendance, fund-raising results, and resource costs
- Track, monitor, manage, and evaluate volunteer activity
- Meet the needs of your members while you support, maintain, and enhance your membership programs

**Generate Involvement**

Giving your constituents targeted information about their relationship with your institution can make a lasting impact when they visit your Web site or when they join your social network community. PeopleSoft Contributor Relations gives your contributors access to information on their contribution activities and lets them respond to your campaigns. PeopleSoft Contributor Relations brings service, information, and transactions together in one view so your constituents get the information they need, when they need it, and can act on it when they choose.

**Summary**

Today and tomorrow's successful higher education institutions must respond quickly and flexibly to a dynamic global education environment. The pent-up demand for higher education in the global economy is a tremendous opportunity and challenge. Oracle's vast technology resources and dedicated higher education development team partner with its education customers globally to deliver the most comprehensive and flexible functionality and modern, extensible architecture. Oracle's PeopleSoft Campus Solutions is the leading student management solution that enables customers to innovate and succeed in today and tomorrow's global economy.

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