

Presented by: Mary Carole Starke, Associate VP for Operations, Vassar College Perry Liberty, Associate Director of Donor Relations, Vassar College

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- Purpose of this Session
- Examples of the Intersection between Stewardship and Technology
 - Acknowledgements
 - Recognition Database
 - Endowment Database
 - Scholarship Maintenance System
- □ Trends Discussion
- □ Questions

Purpose of this Session

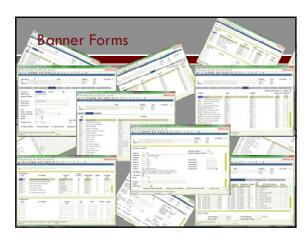
- Discuss the need for reliable, accurate and timely data in the stewardship process
- □ Standardization vs. Customization
- □ Discuss the relationship between stewardship and technology
- □ Using data and technology to effectively steward
- Examples of tools and technology used to manage data

ACKNOWLEDGEMENTS	
SQL, Banner, Hyperion, FileMaker	
Acknowledgement Process	
 □ Vassar standards for acknowledgements □ Standardization vs. Customization □ Reporting □ Integration 	
Tools	
□ SQL □ Datatel + SGHE Banner Advancement □ Hyperion Brio □ FileMaker	

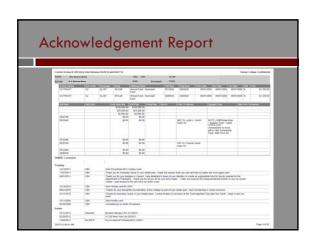
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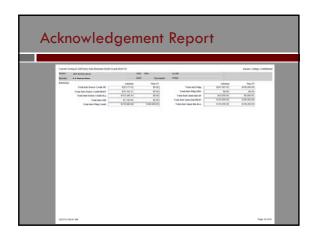
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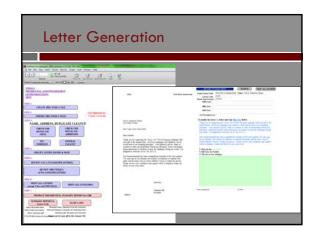
- Address information
- Salutations
- Gift and Pledge data current and historical
- Recent contacts and previous correspondence
- Event attendance
- Activities and volunteer positions
- Consistent and Consecutive giving
- Prospect ratings
- Summary of lifetime giving



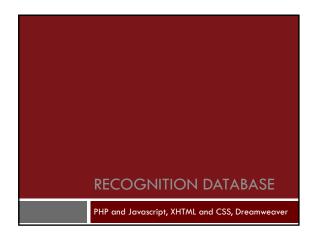
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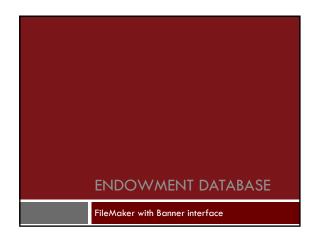






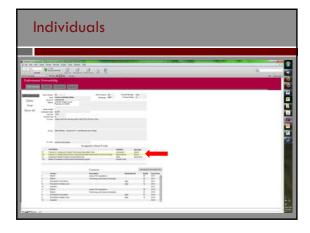
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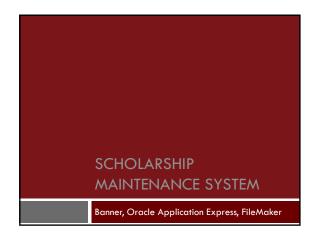
"Product" Development Needs Decision making process Integration with Banner Updates individual records in the Endowment database Future enhancements Integration with Banner Endowment module



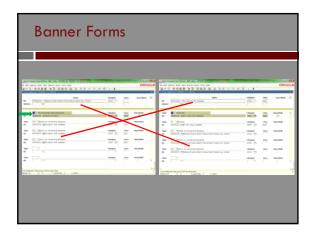


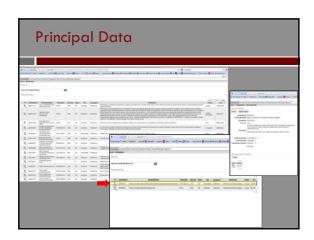


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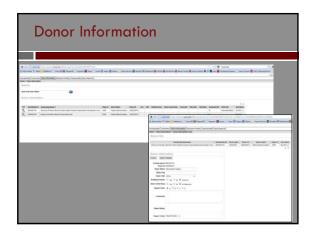


"Product" Development □ Needs □ Decision making process □ Integration of multiple databases □ Future Enhancements ■ Integration with Banner Finance module Tools □ Oracle Application Express □ FileMaker FileMaker – scholarship assignments

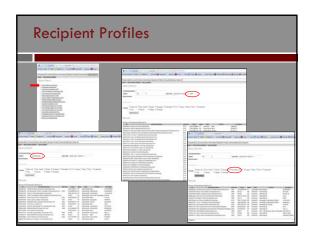


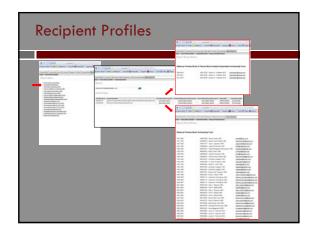


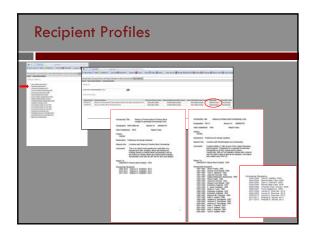














Thank you!	
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