

“We’ve Greatly Increased Alumni Membership!”

Online Contribution and Registration Boosts Efficiency as Memberships Skyrocket



Inside

San Francisco State University Alumni Association

San Francisco, California

Products:

Contribute.com® Donation and Registration Management

Online alumni registration increases new memberships from 30 to 300 per year

Now, new members can register and make donations simply by completing a quick electronic form – and the Association has all its membership data and receipts automatically recorded.

Why Contribute.com?

- Provides the most flexible forms in the business, custom built for each customer
- Offers greater convenience for members and donors
- Saves significant administrative time
- Strengthens communication
- Improves efficiency and accuracy
- Helps identify membership trends and opportunities

The Savings:

Time, paper and staff resources. The Association’s online registration and donations system is so much more efficient and convenient – for members as well as staff – that registrations have dramatically increased while administrative hours have declined.

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Business Profile

Established in 1899 as a two-year teacher training school, San Francisco State University currently awards bachelor’s degrees in 115 areas, master’s degrees in 97, and a doctorate in educational leadership. Campus population comprises 1,730 faculty members and 24,400

undergraduate and 5,600 graduate students. SF State typically has the largest international student enrollment of any comprehensive university in the U.S., and consistently ranks in the top 20 nationwide in awarding undergraduate degrees to minorities. Known for its commitment to social activism and community service, SF State has been named one of 81 Colleges with a Conscience by Princeton Review, and is a Carnegie Foundation Community Engagement Institution.

The Challenge

According to Ryan Jones, Alumni Relations Programs Coordinator, the Association’s old system was sloppy, laborious and time-consuming. Membership registrations and donations had to be mailed and processed by hand. Although the majority of funds were in check form, staff occasionally would receive credit card account numbers, which had to be individually transcribed and called in for verification. “It was certainly not a convenient way to accept money,” Mr. Jones said. Prior to adopting their online donation and registration system, the Association had experienced more than five years of virtually flat membership growth. “Asking people to fill in multiple forms is often a deterrent for them to register,”

Mr. Jones said. And, since association staff devoted the majority of their time to processing paper

forms and tracking payments and donations, there was rarely time for planning events or development strategies.



The Solution

Contribute.com Donation and Registration Management provides prospective Alumni Association members and donors a quick and convenient online method of registration and payment. The system also manages event registration. Membership fees and donations can be made securely via credit card, debit card or electronic check. And all these transactions are completed via custom-built online forms that blend seamlessly with the University's website design and brand. "Clicking and filling in field options online is by far much easier for people and has, in fact, greatly increased alumni membership," Mr. Jones said.

Not only does the online system automatically process new membership data, it also logs and deposits all receipts, eliminating paper waste, bookkeeping and banking time and accounting errors. With the time saved by using Contribute.com, the Association can concentrate on development activities. The system makes these efforts more effective too, with communication tools that can target specific groups or individuals based on data they've provided.

The Benefits

- Customized online contribution and registration forms that match the organization's website
- Greater convenience that encourages membership registration and contributions
- A secure, reliable web environment for the collection and maintenance of donor and membership data
- Online, real-time payment options including credit card, debit card and electronic check
- Graphical reporting tools for easy analysis of member and contribution data, downloadable to fund raising management software
- Patented communication technologies for targeting specific groups or individuals, and sending personalized messages, automatic payment confirmations and renewal reminders
- More time and resources to concentrate on relationship building and events planning
- 24-hour access to data

Want to Know More?

To discuss the many ways *CollegeNET*® services can save you time and money, and improve efficiency for your organization, call 503.973.5200 or email sales@collegenet.com.

