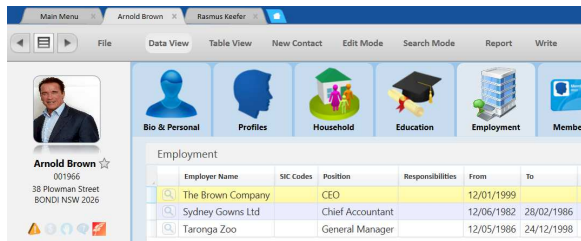# thankQ

alumni

Purpose:

- To Help Grow Alumni Giving
- Record Alumni Details and Profiles
- Record Details for Associated Staff, Students, Government Bodies and Associated Organisations
- Campaign Management
- Integration with Finance, Mail, Bequest, Membership and Events Modules

managing your alumni

thankQ's Alumni module is designed to help you record and track each alumni's giving history – from regular donations, to one off pledges and legacies. This gives you the power to analyse your existing alumni and to set targets for organic growth as well as for targeting potential new alumni.

recording contact and profile details

The Alumni module is used hand in hand with thankQ's core Contact and Relationship Management module. In addition to the standard details that are recorded on the Contact form, the alumni module enables you to record information about each alumni's education history, including the courses studies and their student accommodation, and their subsequent employment history.
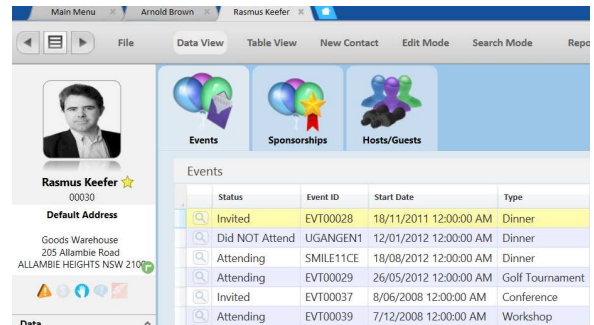
You can also record information such as their personal interests and hobbies and other information that can be useful when planning appeals and campaigns.
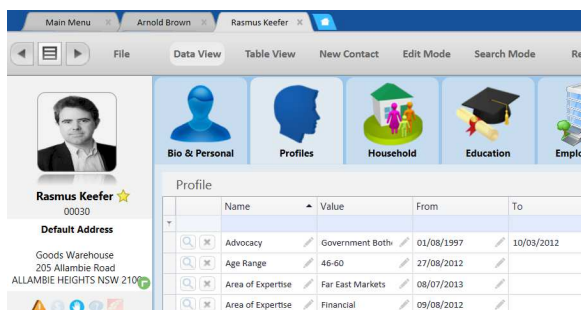
The information stored in thankQ enables your fundraising and alumni staff to really understand your supporters, allowing them to communicate confidently and effectively.

campaign management

thankQ's Alumni module provides a sound base from which to begin a new campaign. The full functionality of the Mail module is available for marketing and mailing campaigns, and with the Events module for reunions, regional events and other fundraising events.

finance

thankQ's powerful financial module provides you with all of the functionality required for processing donations, recording and profiling donation histories and setting up pledges.

legacies

A key component of any alumni fundraising strategy requires effective management of legacies. That is why thankQ's Alumni module is designed to enable you to configure and track alumni legacies using the Legacy module.

reporting and analysis

Being able to record all relevant details about alumni enables your organisation to paint an accurate picture of the people behind the facts. Understanding their interests, degree subjects, their background and their current employment helps you to effectively target specific groups of alumni for your different requirements.