Education Cloud for Advancement & Alumni Relations

Build trusted lifelong alumni and donor relationships

Engage alumni, streamline fundraising and optimize operations to drive an institution-wide strategy. Meet the goals of your institution and communities with trusted AI and intelligence.

1 Alumni Portal & Mentorship

Foster meaningful connections and engagement across class years and interests. Create mentorship programs and compare participants to find the best match.

2 Data-Driven Donor Insights

Drive donations and streamline portfolio management with a comprehensive view of engagement and giving.

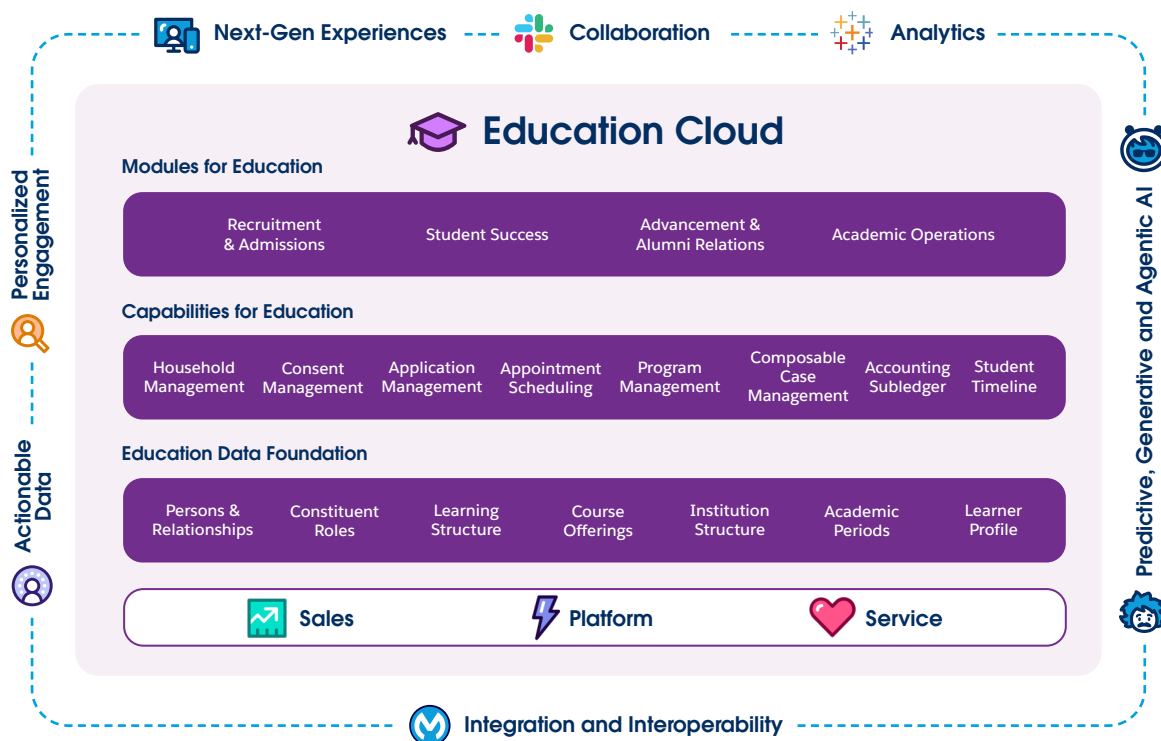**3 Agentforce for Education**

Simplify philanthropic research for major gift success with autonomous AI Agents.

+10%

Increase in fundraising

Source: 2023 Total Economic Impact™ of Salesforce for Education

How Education Cloud Works

Education Cloud for Advancement & Alumni Relations

Capability	Description
360 Degree View of Alumni	Comprehensive profiles and engagement tracking for alumni and constituents.
Agentforce for Education: Philanthropic Research	Understand key alumni and donor insights fast with insightful research summaries and assessments that highlight philanthropic interests, upcoming wealth transfers, wealth capacity and more.
Advancement Tools for Next Generation Giving	Prioritize requests, easily generate research profiles using AI, and track indicators and assessments in the new Research App. Plus, model complex gifts, calculate projections, and visualize gift structures with the new Gift Planning App.
Branded Portal and Directory	Foster connections among alumni and across class years and interests.
Alumni Journeys	Leverage multiple marketing channels to manage and enhance alumni journeys effectively.
Alumni Engagement Insights	Leverage the power of Data Cloud to gain insights into the impact of your alumni activity.
High Impact Mentoring	Create mentorship programs, compare and match participants and manage schedules and interactions within the portal.
Donor Insights	In-depth biographical, demographic, and relational data to allow institutions to craft effective fundraising strategies.
Portfolio Management	Supports tracking, moves management, and transition of ownership of donors and volunteers across internal teams.
Gift Processing	Gift recording and designated fund allocations with support for third-party payments in single and batch entries.
Pledge and Donation Management	Adapt amounts, dates, and pledge and gift schedules.
Financial Reconciliation	Bridge advancement transactions in CRM with finance for accurate and efficient financial management.

Sign up for a free trial of Education Cloud at bit.ly/EducationCloudTrial