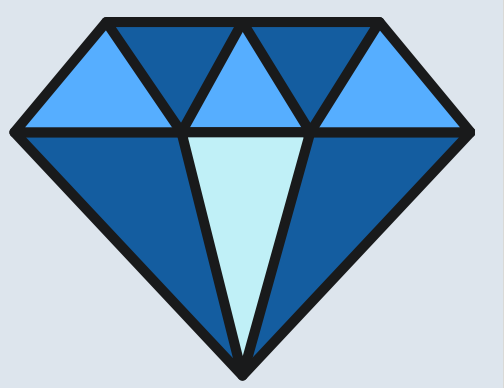




Advancement Operations and MicroStrategy Reporting Suite at American University/University Advancement

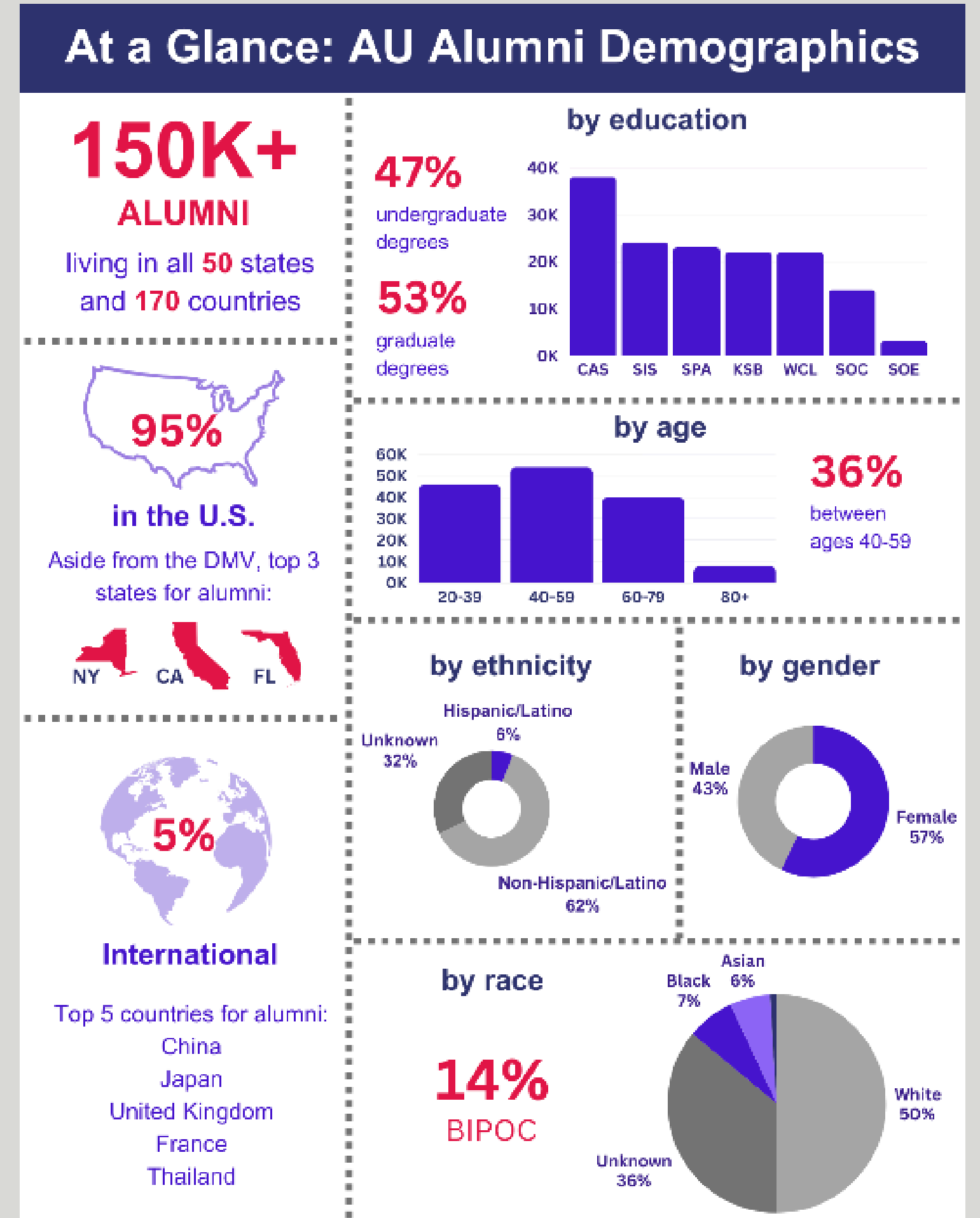


Award Winner: American University

Year: 2024

Award Level: Sapphire

Category: Organizational Development



Project Summary

AU's University Advancement office was facing a unique challenge as it marked the start of an ambitious campaign following a recent CRM migration. In the absence of a robust reporting platform and any baseline reports, the Advancement Operations team worked to implement a solution while simultaneously supporting the operational and campaign related needs of the division. The business intelligence platform and subsequent adoption which resulted from this work was foundational to the successful completion of AU's \$500M campaign and in transforming University Advancement to a data-driven fundraising operation.

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Aspire Awards

