



Streamlining Gift Processing: Leveraging Importacular for Efficiency and Accuracy

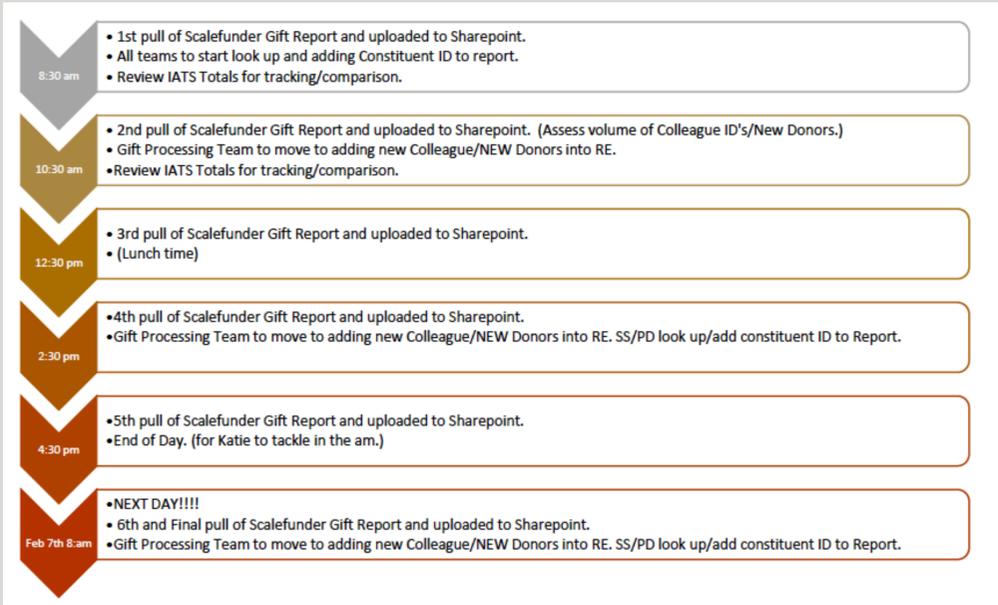


Award Winner: Seattle University

Year: 2024

Award Level: Sapphire

Category: Technology & Innovation



Streamlining Gift Processing: Leveraging Importacular for Efficiency and Accuracy

Processing Days

| Calendar Year | SUGives day | Date Finished Processing Completed ID Lookup, Record Creation, Gifts Imported, Committed | Number of Business Days |
|---------------|-------------|--|-------------------------|
| 2020 | 2/6/2020 | 2/18/2020 | 9.00 |
| 2021 | 2/25/2021 | 3/10/2021 | 10.00 |
| 2022 | 2/24/2022 | 3/14/2022 | 13.00 |
| 2023 | 3/2/2023 | 3/16/2023 | 11.00 |
| 2024 | 2/29/2024 | 3/4/2024 | 3.00 |

Project Summary

Gift Processing for Seattle University's day of giving campaign faced a manual and time-consuming process.

Implementing an integration tool between our day of giving platform and CRM involved three key components:

- determining a thorough and thoughtful strategy aimed at maximizing efficiency while minimizing errors;
- engaging in a great deal of trial and error in setting up a new process; and,
- creating tailored documentation to aid in training the team to this new and improved process.

Processing time dropped from 10 days to 3, and overall workload was reduced by 63%. The success of the streamlined process lays the groundwork for future enhancements.

Contact Information

Martine Ryan
 Assistant Director of Advancement Services,
 Gift Processing
 Seattle University
ryanmartine@seattleu.edu

Aspire Awards

