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Temple University Joins Reeher Fundraising Platform to Optimize Annual Fund and Major Giving Effectiveness

ST. PAUL, MINN. (January 27, 2012) — Reeher LLC announced that Temple University has joined the Reeher Platform, the first shared management system dedicated to higher-education fundraising in which features and tools added for one customer benefit all. The public Philadelphia-based university, which serves approximately 39,000 students and nearly 280,000 alumni, is using the Reeher Platform to optimize annual giving programs, increase major giving effectiveness and maintain strong alumni relations.

“After recently coming out of a campaign, we are looking to reinvigorate and expand our donor base,” says Joseph G. Kain, Jr., Director - Advancement Analytics, Institutional Advancement at Temple University. “We needed a user-friendly dashboard to determine progress and identify our most viable prospects. The Reeher Platform will provide us with the tools to identify new prospects and potential major gift donors.”

Temple University selected the Reeher Platform for key benefits including predictive models customized for the university’s needs, web-based tools and ongoing support leading to wide usage and improved results. Implementation is planned for January.

The innovative Reeher Platform subscription model provides a cost-effective solution to improving fundraising for institutions of any size or any budget, bringing the concept of “sharing best practices” in the collaborative world of university fundraising to a more practical level.

ABOUT THE REEHER PLATFORM

Through its custom predictive models, management tools and Reeher Community Network, the Reeher Platform puts fundraising on the fast track, helping colleges and universities find up to 40 percent of new best prospect donors they didn’t know existed and uncover nearly 30 percent of wasted fundraising time, money and energy. With the Reeher Expected Value Index, universities and colleges can identify new donors, as well as see which donors to contact, predict the best major gift prospects and annual fund donors, and make more confident decisions about future strategies, appeals and goals.

The Reeher Platform provides information immediately, without having to wait for updated reports. It’s a SaaS-based platform, allowing advancement teams to quickly access the information they need from anywhere at any time, spending more time making contact with prospects and less time searching. The Platform also provides the opportunity to learn from peers, with instant access to best practices, as well as global updates and upgrades that benefit everyone using the Reeher Platform.



ABOUT REEHER

Reeher is a leading developer of cutting-edge software services to improve the efficiency and effectiveness of higher education fundraising efforts. Their signature Reeher Platform provides university development leaders at institutions of all sizes with tools to track and measure effectiveness, discover new opportunities, engage constituents and improve ROI. Based in St. Paul, Minn., Reeher works with leading universities across the country and internationally, including Johns Hopkins University, the University of Kentucky, Drexel University, Duke University and more. For more information, please visit www.reeher.net, call 651-789-1700, or email info@reeher.net.

ABOUT TEMPLE UNIVERSITY

Temple University is a national center of excellence in teaching and research with an international presence. Founded in 1884 by Dr. Russell Conwell, Temple College became Temple University in 1907 and has evolved into a comprehensive urban research and academic institution. Temple University's 39,000 students can choose from nine campuses and 333 academic degree programs. For more information, visit www.temple.edu.