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## Saint John's University Selects Reeher Fundraising Platform to Improve Donor Identification and Management

ST. PAUL, MINN. (April 10, 2012) — Saint John's 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. Located in Collegeville, Minn., this nationally recognized liberal arts university serves nearly 2000 male students and more than 30,000 alumni.

Like many well-established universities, Saint John's has a comprehensive, mature advancement program with a team of 38 people serving a wide array of responsibilities including major gifts, annual fund, planned giving and alumni relations. The advancement team had tried several times to create their own database software program that could easily generate reports on a daily basis to show fundraising activity. Each time, they were met with challenges and the end result was not satisfactory.

"We were talking about building our own software program when we received a call from Reeher," says Rob Culligan, Saint John's University vice president of institutional advancement. "We spent a short time evaluating the pros and cons of building it ourselves versus the Reeher Platform. It was one of the easiest and best decisions I've ever made. The Platform is fast, flexible and easy to use. I know we couldn't have produced something that would have even come close to the Reeher Platform."

Heading into the university's next campaign of raising \$160 million, the advancement team identified prospect management and major giving as two areas that required strengthening to reach their campaign goals. They're applying the Reeher Platform to identify the best prospects with high net worth and high affinity to Saint John's, targeting the advancement team's time and energy more effectively.

"We're in the early planning stages of our next campaign, but we've outfitted every gift officer with a current iPad and they're already using the Reeher Platform on the road to view donor profiles before and after visiting them," says Culligan. "And the Platform helps us determine categories of wealth by dollar level, providing an efficient tool for our gift officers to generate and view reports on their own to use on a daily basis in cultivating relationships with the best prospects."

With over 25 years of experience in IT sales, management and consulting, John Welsh, executive director, institutional advancement at Saint John's University, immediately saw the benefit of using the Reeher Platform. "Having used the Software-as-a-Service model in the past, I understand that it is very important being in the cloud. This allows our team to access the information they need at anytime from anywhere, which is critical to empowering them," says Welsh. "I also really like the shared best practices the Platform provides, allowing all Reeher customers to benefit from each other. I can make suggestions to add new benefits and features that will help all of us and vice versa."

One of Welsh's goals is to use the Reeher Platform to increase prospect productivity and increase the number of significant officer visits each week, which will pay off exponentially in several months. And his

team is already finding new donors who they never knew existed – and faster. “We’re finding new donors in three to six months versus two to three years,” says Welsh. “For example, we’ve never cultivated the Carolinas, and after entering a few zip codes, we found a large population of high net worth Saint John’s alumni in the same area. Now we’re planning alumni events for this area.”

The Saint John’s team is also using the Reeher Platform in its annual fund program to analyze data and identify trends in alumni participation, which they’re applying to formulate an alumni relations strategy and communications outreach.

Culligan says the Reeher team also provided training beyond the traditional software tutorial and tech support. “I was pleasantly surprised to discover the Reeher team showed us how to maximize the information in both our major giving and annual fund efforts – for example, how to use the Platform to set goals and establish strategy as a result of the information generated from the program,” says Culligan.

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 and pragmatic 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](http://www.reeher.net), call 651-789-1700, or email [info@reeher.net](mailto:info@reeher.net).

#### **ABOUT SAINT JOHN’S UNIVERSITY**

Saint John’s University is a nationally recognized liberal arts college in partnership with the College of Saint Benedict. Our unique partnership provides students with a highly engaged learning experience, preparing them for leadership in a global society. The learning experience is enlivened by Catholic and Benedictine traditions of hospitality, stewardship, service and the lively engagement of faith and reason.

Saint John's University designs programs to meet the needs and aspirations of young men, emphasizing leadership and a personal development profile that includes intellectual, spiritual, emotional and physical development. For more information, visit [www.csbsju.edu](http://www.csbsju.edu).