

## **Fordham University Joins Reeher Fundraising Platform to Build Prospect Pipeline, Reach \$500 Million Campaign Goal**

ST. PAUL, MINN. (July 16, 2012) — Fordham 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 the Bronx, New York, the private Jesuit university serves 15,000 students and more than 170,000 alumni, parents and friends.

Fordham University's advancement organization is complex and diverse, with 100 people serving 11 different schools, athletics and a radio station. The university is \$50 million away from raising \$500 million during its "Excelsior | Ever Upward | The Campaign for Fordham," and it turned to the Reeher Platform to find the top prospects they need to help meet their goal by July 2013.

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. 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, Xavier University, the University of Kentucky, 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 FORDHAM UNIVERSITY**

Founded in 1841, Fordham is the Jesuit University of New York, offering exceptional education distinguished by the Jesuit tradition to more than 15,100 students in its four undergraduate colleges and its six graduate and professional schools. It has residential campuses in the Bronx and Manhattan, a campus in West Harrison, N.Y., the Louis Calder Center Biological Field Station in Armonk, N.Y., and the London Centre at Heythrop College in the United Kingdom. For more information, visit [www.fordham.edu](http://www.fordham.edu).