



Manchester University Case Study

How Manchester University Simplified Event Registrations with a Custom Blackbaud Raiser's Edge Integration

Before Advancement Form, Manchester University struggled with expensive, rigid systems and time-consuming manual workarounds. As their needs grew, they required a platform that was flexible, intuitive, budget-friendly, and capable of integrating seamlessly with Blackbaud NXT & Raiser's Edge.

A Cost-Effective Alternative to Existing Systems

Manchester University found that their previous tool lacked the event complexity and flexibility needed, especially for multi-level, complex reunions and homecomings

JoHanna knew they needed something simpler, more efficient, and more affordable. A Google search led her to Advancement Form: *"I think I just did a Google search... and I reached out. Cresten was amazing and built the Raiser's Edge integration for us."*

A Flexible Form Builder that supports an Advancement Team designed for Higher Ed Giving & Events

After evaluating other tools, Manchester University adopted Advancement Form because it offered **flexibility, simplicity, and seamless integration.**

"I can generally take a registration and create it into anything I want... other programs had a lot of limitations." Taylor Strong

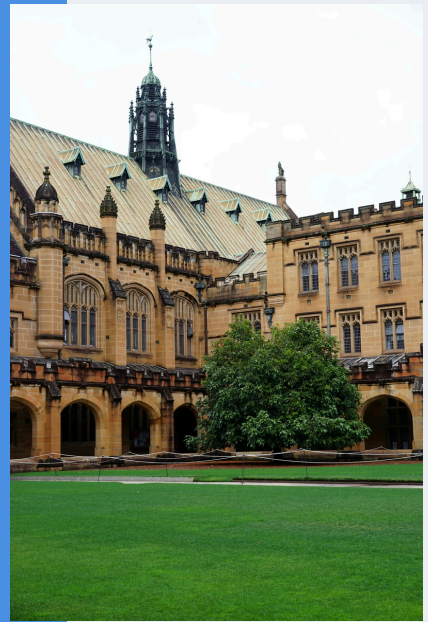
Advancement Form supports Manchester's advancement team across all major alumni and donor events, providing both flexibility and speed.

Ease of Use for Both Staff and Registrants

Taylor, who builds all of the university's forms, says the difference was immediate: *"It's just simpler to build. Once I get the shell, I can turn it into anything I want."*

Registration has become much easier for users as well. Manchester saw a noticeable increase in older alumni completing registrations online:

"For our Alumni Days, older alumni used to only register on paper. This year, many more of them did it online. Maybe it was easier to use."





A Partner, Not Just a Platform

One of the biggest differentiators for Manchester University is the support they receive.

Both JoHanna and Taylor praised the responsiveness and technical expertise:

“There are few companies I feel as positive about supporting as I do Creston. His customer service is top-notch. It doesn’t get any better.” JoHanna Young

“He’s the best person we’ve ever worked with. I can just text him and he responds immediately.” Taylor Strong

Advancement Form even identifies problems before their team notices:

“Often Creston knows something’s wrong before we do. He’ll message, ‘I noticed this error; I fixed it.’ I didn’t even know there was an issue!” Taylor Strong

For Manchester’s small but high-responsibility advancement team, this level of support is invaluable.

Impact: Greater Efficiency, More Control, and Better User Experience

1. Reduced Administrative Work

No more manual entry from non-integrated systems.
No more waiting on IT or other departments.

“I can hide fields, create rules, add discounts... all the things the other programs didn’t do.” Taylor

2. Increased Online Registrations:

Even older alumni are now registering online with ease.

3. Ability to Manage Complex Events:

Multi-level events, sponsorships, membership options, and conditional logic are easy to set up.

4. Seamless Raiser’s Edge Integration:

Built specifically for Manchester’s needs.

[Book a call with us today](#)

A Modern, Flexible Solution for Advancement Teams

Manchester University now creates effective, user-friendly event registrations without the high cost or complexity of legacy systems.

Advancement Form provides:

- A flexible, customizable form builder
- *A cost-effective alternative to overbuilt systems*
- *Support unmatched by most competitors*
- *Integration tailored specifically for their workflows*
- *A platform that empowers a lean advancement team*

As JoHanna put it best:

“You have a good product. More people need to know about it.” JoHanna Young

Advancement Form brings the human side back to advancement technology. Integrate your Fundraising system with a customizable and complex event registration system

[Book a call with us today](#)



“Ready to start generating more gifts and increase engagement? Sign-up for a plan today and start optimizing your solutions with [Advancement Form.](#)”