

University of Scranton case study

How Advancement Form's Flexible Platform Helps the University of Scranton Generate More Gifts

Ashley Alt is the Executive Director of Alumni & Donor Engagement at the University of Scranton. Like any leader in advancement, Ashley has to move quickly. She can't afford to waste time on tools that are hard to use or lack flexibility.

Before using Advancement Form, the University of Scranton relied on their homegrown self-built giving form that was built into their CMS.

After years of lacking confidence in their system, not having control over basic updates (like designations, HTML/CSS styling, and content updates), and wasting precious time on IT tickets, Ashley and her team began searching for other options for their giving forms.

To bring more autonomy to the team, Ashley implemented a competitor's product. On top of being clunky, this product wasn't sustainable or cost-effective for the organization since many of its features were either obsolete or weren't used by Scranton's advancement department.

Without being able to make simple changes, stay within budget, and utilize an easy-to-use experience for both advancement services and donors, Ashley and her team were in the same difficult position as they were with their homegrown system.



VERSATILE FORM BUILDER, ADVANCEMENT FORM

Project Efficiency

Advancement Form provides versatile, customizable features – so Ashley and her team can create their online giving forms without having to overpay for features they never use.

Support

With lots of different use cases for their forms (such as events, registrations, giving, and more), the Advancement Form team worked with Ashley and her team on ensuring their forms and designations were properly configured and continue to support them to this day.

Flexibility

Advancement Form provides Ashley and her team the autonomy they need to maintain and manage their forms without having to rely on outside sources.

Generating more gifts - confidently!

After being on-boarded with Advancement Form, Ashley and her team at the University of Scranton have more opportunities to generate gifts with ease.

“We use Advancement Form for our online giving in a lot of creative ways that we never even anticipated. It’s a lot better than those big, huge, multifaceted systems that I think a lot of our higher education colleagues use,” Ashley explains.

By providing the Scranton team with a flexible and highly customizable builder, Ashley and her team are now able to handle more than just generating gifts – they also run more events that increase alumni and donor engagement. But most importantly, Advancement Form’s versatile and flexible features have improved the department’s giving opportunities, created better engagement with their alumni and donors, and raised more money for their institution.

“The price point was right for us. We’re a small institution so it’s very affordable for the level of customization that we’re getting. The form itself is just really easy to manipulate to meet your needs, however you need to,” says Ashley.

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“Our main goal is fundraising and overall engagement and because of Advancement Form’s flexibility, we’ve been able to accomplish that easily and I love using it,” Ashley says.



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