CUSTOMER SPOTLIGHT
University of London

UNIVERSITY OF LONDON

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—Karl Newton,
Head of Development Operations

The University of London was founded in 1836 and is the third oldest university in England. The University consists of the School of Advanced Study, comprised of nine specialist research institutions, and 18 other independent member institutions of the federation of the University of London, who are considered universities in their own right. Collectively, the University supports over 120,000 students in London.

University of London uses Blackbaud Enterprise CRM to grow its database and fundraising in record time

The Challenge

The University of London Development Office was set up to act as a link between the University and its alumni, supporters, friends and members of the public. Once it was established, the University started to look at the strategy needed to deliver its philanthropic mission of putting systems and operational practices into place.

Karl Newton, head of development operations, explained, "When we actually started looking at our fundraising strategy, it became clear that our needs were going to be very complex, and we just weren't sure that any one system would be able to cope with the sheer amount of records that we would have."

University of London Development Office is powered by:

➤ **Blackbaud Enterprise CRM**
➤ **Blackbaud Internet Solutions**

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The Solution

Because of Blackbaud's reputation for quality and partnership, the University of London team turned to Blackbaud for advice, and were excited to learn about Blackbaud Enterprise CRM, made specifically for large-scale fundraising requirements.

"Our prerequisites relating to constituents were so diverse and overlapping," described Karl. "Added to that was the fact that we were a new and very small development team looking for a partnership approach from our supplier. But after reviewing several options and chatting with other users, we were confident that Blackbaud would deliver exactly what we were looking for."

The Results

"We now have in place the foundations for a fantastic fundraising solution," Karl shared. "The database has been established as the institutional record for philanthropic funding for the University of London, which is a huge statement of intent by the institution and its senior management. It has been set up to cope with future growth, and we are now able to process, record and acknowledge gifts in addition to handling online events and donations."

"We're doing very well so far. We've already managed to raise donations into six figures using Blackbaud Enterprise CRM. This is a significant amount of income that we wouldn't have otherwise had, and can be used to help ensure that we are meeting the aims of the University"

—Karl Newton,
Head of Development Operations

After signing with Blackbaud in the summer of 2015, the University of London went live with CRM in just under six months. Blackbaud Internet Solutions—the online donation and events system—took three months to get up and running and was operational by Easter 2016.

Looking ahead

"We want to work with the various Friends Groups that we have identified around the University," he continued. "By connecting with these supporters through Blackbaud, we can work to develop relationships and grow this very important supporter base.

"From the very beginning, we were keen to get this project up and running as quickly as possible. We are indebted to everyone at the University of London who was part of the process. It really was a team effort involving colleagues from across the institution and assistance from fellow users of CRM who were all happy to offer their assistance and experience. Blackbaud certainly delivered on their part. We trusted them right from the beginning to deliver, and they haven't disappointed."