



Advancement RM

Advancement RM, part of the AffinityRM solution suite, is a CRM software solution built on the Salesforce platform to meet the complex needs of Advancement teams.

 Find Out How
Request a Demo at Affinaquest.com



Advancement RM Benefits

➤ Improve Fundraising

Make fundraising easier with cutting-edge CRM software that serves as your one-stop-shop for constituent management applications on the Salesforce platform.

All the information you and your team need to achieve your fundraising goals is at your fingertips.

➤ Build Stronger Relationships with Constituents

Achieve a deeper understanding of past, present, and potential donors with comprehensive record management.

Advancement RM further transforms your fundraising campaigns through **automation, personalization, and precise segmentation for easy use and more intelligent targeting.**

➤ Trust in Our Industry Expertise

Advancement RM is staffed almost exclusively with **advancement industry specialists**. Our implementation and consulting team is one of the largest advancement-specific practices in the world, and can guide your transition successfully.

➤ Create a Seamless Donor Experience

Precise data granularity accelerates and streamlines your pipeline so you can **close more gifts more efficiently**. Advancement RM has a wide range of extensions and add-ons that allow you to configure your system based on your needs.

➤ Process Gifts with Ease












Only Advancement RM offers a **fully auditable, built-in gift administration module for gift recordation** that can serve as an institutional sub-ledger and that meets all FASB, CASE, and IRS standards. From seamless electronic transfer of gifts to manual entry, Advancement RM SmartBatch provides a myriad of validations and controls to streamline the process and to ensure absolute data integrity.

➤ Take Action with Data

Advancement RM allows everyone on your team to easily add, access, and manipulate data. We bring your data to the surface, integrate it, make it usable, and put it in connection with other relevant data points, all while prioritizing governance and security.

In addition, our reports and dashboards make it actionable, so you can **engage your constituents throughout every stage in the donor lifecycle.**

Advancement RM Features

-  Biographic and Demographic Data
-  Campaign Management
-  Comprehensive Gift Processing
-  Prospect Management
-  Reporting and Dashboards
-  Business Insights
-  Volunteer and Membership Management
-  Predictive Analytics and Machine Learning
-  Event Management
-  Online Giving
-  Email Marketing
- And more!**



What Our Clients Are Saying

"With Advancement RM SmartBatch, we've increased upfront speed and decreased our back-end auditing challenges. **Reducing errors and increasing speed** has been one of the greatest features of Affinaquest."

Linda Buckley
Georgetown University



AVP, Administrative Applications

"Our remote implementation process with Advancement RM has been a great experience! **The Advancement RM team goes above and beyond** in their responses to all of our questions or concerns along with their laser focus on staying on schedule with our project plan and deliverables."

Pamela Lewis
George Mason University



AVP, Strategic Advancement Systems

"The most important characteristic of our new system is that Advancement leadership is recognizing the value of this technology. From data transparency to administrative efficiencies, we **are trending in the right direction in every area.**"

Deborah Treister
Wesleyan University



Director, Planning and Administration



Ready to Talk to Our Team?
Request a Demo at [Affinaquest.com](https://affinaquest.com)

