



ST JOHN'S College

ANNAPOLIS • SANTA FE

ST JOHNS COLLEGE

There is no other college quite like St. John's. Through sustained engagement with the works of great thinkers and through genuine discussion with peers, students at St. John's College cultivate habits of mind that will last a lifetime: a deepened capacity for reflective thought, an appreciation of the persisting questions of human existence, an abiding love of serious conversation, and a lasting love of inquiry.

St. John's is a single college with two campuses, one in Annapolis, Maryland, and another in Santa Fe, New Mexico. The campuses share an identical curriculum and a single governing board. Each campus is limited to under 500 students, and the faculty-student ratio is 1 to 8.

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– James Bixler, Coordinator of Prospect Management and Research, St. John's College.

Kintera provides software as a service to help organizations quickly and easily reach more people, raise more money and run more efficiently. The Kintera Sphere® technology platform empowers The Giving Experience™, and features a social constituent relationship management (CRM) system, enabling donor management, e-mail and communications, Web sites, events, advocacy programs, wealth screening and accounting.

www.kintera.com

ST. JOHN'S COLLEGE FINDS SUCCESS ONLINE WITH KINTERA P!N ELECTRONIC SCREENING® IN SPHERE

With two campuses in two states more than 2,000 miles apart, St. John's College faces unique challenges. The college had been using Kintera P!N ProfileBuilder, a client-server based wealth screening service, for four years to help identify potential major gift donors. St. John's frequently ran into the problem that both campuses couldn't access the prospect screening program and experienced recurring network issues. To solve this problem, St. John's migrated its prospect screening tools to Kintera P!N Electronic Screening in Kintera Sphere, a Web-based technology platform, that helps nonprofits easily identify, profile, monitor and rank the wealth in their database by criteria deemed most important to them. Since P!N Electronic Screening is housed online in Kintera Sphere, both campuses have identical functionality with the ability to access information in real-time, at the same time, from anywhere.

After migrating to P!N Electronic Screening in Kintera Sphere, St. John's College found the system to be very user-friendly. Importing, exporting and generating reports became faster and easier than ever before. "With Kintera P!N Electronic Screening, we were able to cut the time it normally took us to generate reports down by 50-75 percent," said James Bixler, coordinator of prospect management and research at St. John's College.

P!N Electronic Screening enables St. John's to work with the screening results directly rather than through a central research office. "Having campuses in two locations and a client-based server made it difficult to keep the entire staff on the same page in terms of prospect screening," said Bixler. "Because P!N Electronic Screening is housed in Sphere, we have been able to work with the results in real-time and have bridged the communications gap between our advancement staff from both campuses."

Using Web-based P!N Electronic Screening enables staff to create research profiles and attach them to prospect records in the Kintera Sphere database. St. John's College advancement staff is then able to access the research profile feature while away on business, enabling them to retrieve information from the database they wouldn't normally be able to get while on the road.

In addition, contact reports show records of who has met with prospects in the past, as well as provide notes recording pertinent information that is beneficial to the staff. "Kintera's contact reports make institutional memory more readily available and user-friendly," said Bixler. "This helped St. John's take the guesswork out of managing prospect relationships."

Finally, by being able to assign tasks and schedule meetings through P!N Electronic Screening, it is easier for St. John's to manage time and delegate jobs. By migrating its prospect management system to P!N Electronic Screening in Kintera Sphere, St. John's College was able to rid itself of access problems and has found the Web-based system to be a more user-friendly and effective prospect management tool than client-server programs.



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Result Highlights

- More easily and effectively screen potential donors based on pre-determined criteria.
- Reduced time to create reports by 50-75 percent.
- Up-to-date prospect information is available in real-time from 2,000 miles apart.