

# Scripps College

Scripps College is a top-ranked national liberal arts college and a member of The Claremont Colleges. Scripps offers an intense learning experience with small classes on a campus famous for its beauty. Approximately 950 students enjoy the individualized attention of expert and approachable professors in a tight-knit community.

## The Challenge

Lack of integration was causing Scripps College a lot of pain. There was no way to automate data across the College, due to a lack of connectivity between systems and processes. Staff members at Scripps College knew they needed a new database and began their search with three key considerations. Scripps College needed:

- A CRM system that met the team's needs
- A solution that wasn't going to break the bank
- A loyal and supportive software partner

## The Journey

Once gaining support from department and College leadership, Scripps started the selection process by inviting candidates to come to the campus and demo CRM offerings.

A colleague who had worked in fundraising in the UK recommended a CRM system she had used and loved: thankQ CRM. Scripps added thankQ CRM to the list of "usual suspects." The College got in touch with The Access Group, which managed thankQ CRM in the UK at the time, and constructed a detailed request for information and passed over briefs for review, to which the thankQ CRM team replied with a proposal.

thankQ CRM representatives traveled from the UK to the Scripps campus in Southern California and ran through a live demonstration, answering any questions the staff had and exploring their needs in depth. Following this, the thankQ CRM team submitted a final proposal to create a solution that would fulfill Scripps' needs. The Scripps staff was impressed that the thankQ CRM team felt genuine and aligned with what Scripps needed to achieve, but they were even more sold on moving forward with thankQ CRM based on cost.

## The Solution

thankQ CRM was half the price of the next leading vendor from the States. Scripps leadership felt that with thankQ CRM they would get a greater quality of support and service, as well as a stronger solution, for well under their budget.

The College was planning for an annual comprehensive campaign, the largest in the College's history, and the database was going to contribute to the activity by modernizing its advancement infrastructure to support the work that the new Campaign demanded. In addition to this, money saved on the solution went towards enhancing the Campaign budget, redirecting saved resources to the audience.

The Scripps staff had an aggressive deadline: they wanted a new database in place before the public launch of the forthcoming Campaign. With hard work from both sides of the pond, the solution was successfully in place and live four months ahead of the Campaign's public launch in November.

The thankQ CRM team returned to the Scripps campus and delivered a dedicated weeks' worth of support for the go-live of the CRM and staff training. Scripps was then able to switch off its existing database with confidence. Scripps was immediately able to pull the information it needed from thankQ CRM. With the new database in place, an enthusiastic and supportive Scripps team celebrated the successful implementation.

## The Challenges

Scripps was aware there would be a few challenges with being the first institution in the US to sign up with thankQ CRM. There was concern about support, given the eight hour time difference between the UK and California. To address that concern, the thankQ CRM team extended their support hours for Scripps.

An unexpected benefit of that adjustment was Scripps' ability to submit a ticket at the end of the working day and come in first thing in the morning to find it resolved.

Staff from thankQ CRM and Scripps worked closely together on localizing language, terminology, and fundraising processes, especially around pledge recording, to make the system feel completely user-friendly for the Scripps team. The great news is that, for other US customers, this work is already done.

Throughout it all, the Scripps team felt supported and listened to by the thankQ CRM team. Though every database is a work in progress, leaders at Scripps find the level of support and attention from the thankQ CRM team unparalleled. From little questions to bigger issues regarding business processes, no other vendor would have offered such dedicated and personalized service.

## The Benefits

Scripps College is now able to optimize and communicate with its alumnae, parents, and friends in a much more personal way, drawing from activity, participation, and integration of communications. Before thankQ CRM, Scripps was using a mass email product tied to the previous database, which meant that engagement efforts required creating time-intensive, specialized lists with no supportive analytics.

Integrating communication tools with thankQ CRM enabled more strategic communications with larger or selected smaller groups within the database much more effectively. Scripps can now be more targeted with its activity based on data that can be pulled through in real time from thankQ CRM. This not only saves time, but also allows a greater understanding of which platforms its audience is engaging with the most.

Team members at Scripps College now have the confidence to deliver their own reports across the department, to generate mailings, and to find key members with whom they want to communicate and engage. They can review who's giving to what area of the College and why, instantly. They can also look at donors in detail and review the donors' affiliation with the College efficiently and accurately.

All of Scripps' membership and fundraising activity is now consolidated and integrated seamlessly from one centralized hub of information.

**"thankQ CRM helps save time, staff resources, and money, allowing the team to focus on strategically developing the fundraising and engagement activity of the College."**

*Scripps College*

## The Results

With thankQ CRM, Scripps can now align all of its communications, allowing the College to be strategic, targeted, and better informed about how it is engaging with its audience. As a result, the Campaign was right on track and the organization is thriving.

A key benefit that Scripps has noted is that thankQ CRM has allowed its staff to become much more efficient. thankQ CRM helps save time, staff resources, and money, allowing the team to focus on strategically developing the fundraising and engagement activity of the College.

Scripps can instantly update and review key information about donors, members, and fundraising activity. Users across the College have commented on how easy and intuitive reporting is after switching to thankQ CRM.

## Summary

With thankQ CRM, Scripps staff members have the confidence that any support they need will be delivered in a way they understand. They consistently work with the thankQ CRM team to deliver feedback and make any needed improvements. Feedback is shared freely on both sides, and Scripps has noted having a "wonderful" relationship with its account manager.

The future of Scripps' partnership with thankQ CRM will be enhancing and embedding the CRM further into the organization to help consolidate other key areas of information.

Conversions can be painful things, but with thankQ CRM, staff members at Scripps feel that they have a partnership they can truly rely on. They have the perfect solution that is worth the investment and provides real value for the money, and they are confident that they made the right decision to go with thankQ CRM.

**[thankQ.us](https://thankQ.us) | [welcome@thankQ.us](mailto:welcome@thankQ.us) | 646.809.6800**

thankQ CRM is a cutting-edge, browser-based CRM and donor management system built for healthcare, educational institutions, charities, faith-based, and membership organizations to help them manage relationships and revenue. It's flexible and modular, has powerful search capabilities, robust reporting tools and a highly intuitive user interface that gets your team up and running in no time. **Contact us today to get started.**