

**Sentences Alumni by Lazysoft** is a comprehensive and user-friendly, web-enabled solution specifically designed for Alumni departments. It has powerful search, query and reporting capabilities and will automatically generate letters and emails. Fundraising campaigns are targeted and managed more successfully.

Modern database techniques ensure that nothing ever has to be entered more than once. The system has a customer-facing web site interface, and can be quickly and easily customised or integrated with other systems.

## Extensive Search and Tracking Ability



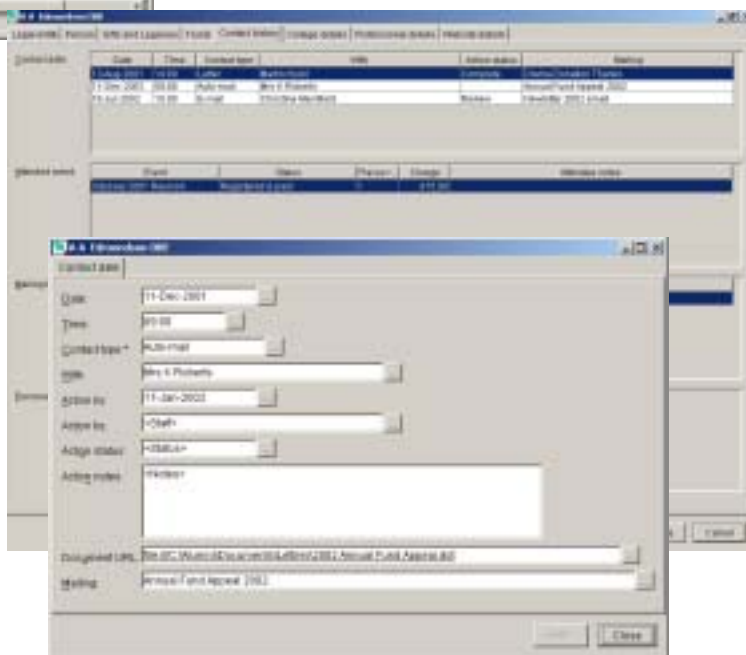
An alumnus' details are kept on one form, making it easy to see whether he or she has attended an event, given a donation, has links with other alumni or has details on your website. You may also see when and how you have made contact with them, which organisations they are associated with, and from there drill down to find out who else is associated with these organisations.

This and other extensive search and find capabilities mean you can build a powerful network of contacts for fund raising and relationship management. Built-in compliance with the Data Protection Act, and sophisticated data cleansing facilities further improve relationship management. It is also remarkably easy to find an alumnus in the system from the smallest piece of data, like a partial telephone number.

## Communications

All correspondence can be tracked, and reminders can be viewed as a traditional report, or via Outlook. Automatic mail and email merges for direct marketing can be set up using Microsoft Word, so that your Alumni team can use the tools they feel comfortable with.

You can also look up addresses and track people who move house using the Royal Mail postcode reference file – ensuring accurate information and that you don't lose contacts.



## Customisable Queries and Reporting



Users can easily create their own queries or use standard queries supplied with the system to produce contact lists or analyse responses. Sentences Alumni is highly intuitive, meaning that Alumni Departments can be self-sufficient in maintaining, adding to and embellishing the system.

This autonomy reduces on-going costs. Users can also harness the power of Microsoft Excel to produce effective visual representations of statistical information.

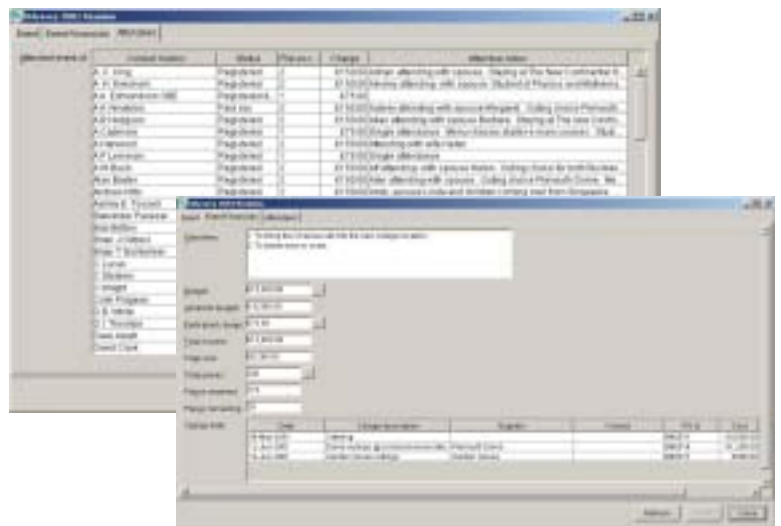
## Executive Interface

Executives can view a wide variety of analysis reports from a simple and easily accessible intranet front end. This will keep them up to date on the latest information, reduce administration and improve communication.

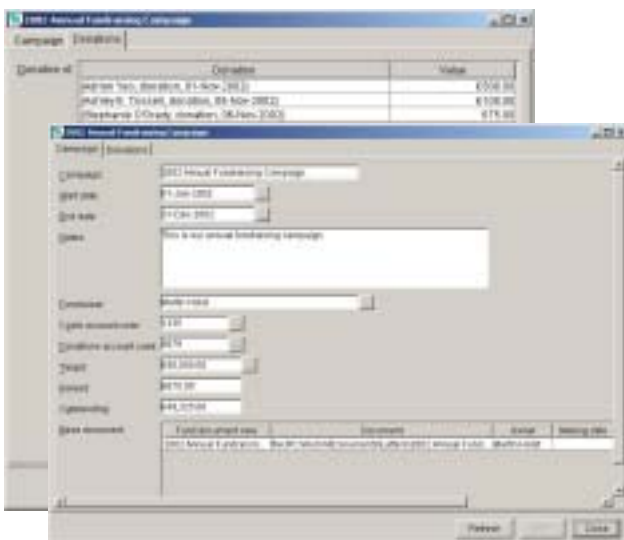
## Events

Event management is integrated with attendance recording and costing, so you can easily assess your event's success and calculate net cost (or profit!).

You can also save invitations, mailings and questionnaires, and drill down into alumni Dataforms to see with whom they're associated in order to extend your invitation list.



## Campaigns and Donations

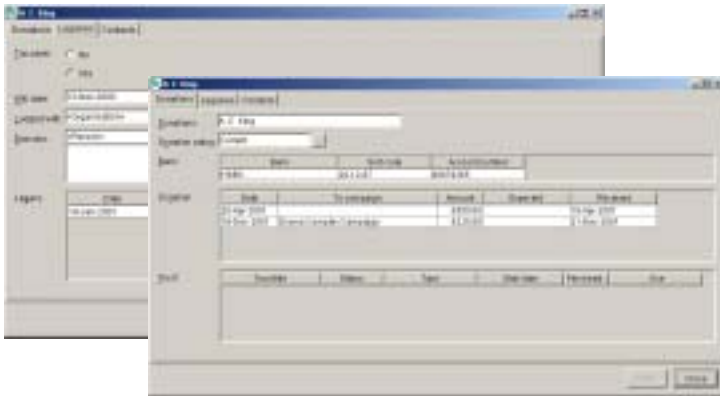


Clearly view how much money you have raised for each of your campaigns with real-time comparisons to the outstanding amount. Also view how much each alumnus has donated and drill down into their personal form to see what other donations they have made.

Payments are flagged as to whether they are tax deductible, so you can run regular Gift Aid reports as an audit trail for the Inland Revenue and to ensure you reclaim all the tax due to you.

You can also integrate with a subscription service to keep you informed if someone passes away or moves to another address, allowing you to be timely, professional and considerate.

## Legacies and Trusts



Legacy donations can become an important source of income, as over 40% of charitable income is received from wills. You can track various types of gifts, their specified purpose and executors.

To promote legacy support, users can also plan campaigns support that link with legacy tracking, and obtain detailed data and pledge analysis.

Trusts can also be easily tracked and assessed.

## Simple yet Powerful Integration

Sentences Alumni has full XML functionality that enables direct interaction with your organisation-wide systems, including Access, SQL Server or Oracle. This offers the opportunity to cross reference Alumni detail with other data to reduce the administrative workload and benefit from a wider range of meaningful information.



## Web-Enabled

Sentences is fully web-enabled allowing internal access over your intranet and a simple interface to your own website. Alumni can enter data directly into the database from the web, which saves errors and wasted administration time in re-keying.

You can also create questionnaires and let alumni set up events themselves, then analyse the results for responses and cost-effectiveness.

## Flexible and Customisable



Sentences Alumni offers a simple user interface as well as enabling extensive customisation. We understand that each establishment's requirements differ and our solution enables you to deliver bespoke functionality extremely rapidly and therefore at a low-cost.

The price of Sentences includes access for an unlimited number of users in any number of locations and use of all functionality without further investment. There are NO hidden costs.

Sentences' unique database technology lets users develop, deploy and maintain sophisticated, web-enabled database applications at a fraction of the cost of conventional databases, and is used by major corporations in the UK, Europe and the US.

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## Reasons to Choose Sentences Alumni™

- Sentences Alumni features sophisticated, customer-friendly web site capabilities: alumni can maintain their own records, make donations online and contact each other without adding to your workload
- Sentences Alumni is quicker, easier and cheaper to tailor to your precise requirements – no need to change the way you work or compromise your standards
- Lazysoft offers exemplary customer support – when you need help, your call will always be answered by a person, never by a machine, and your issue will be resolved proactively. *“Lazysoft’s customer support is incredible. They’re always willing to go the extra mile.”* - Marjon
- There are no hidden extras or premium-price features: access for an unlimited number of users, plus all the functionality and support you need, are included in the standard price
- Lazysoft is a UK company, focussing solely on the needs of UK organisations
- Sentences Alumni uses up-to-date, standards-based technologies – HTML, XML, Java and J2EE – so no early obsolescence

**“The system has been in daily use since its inception three years ago and proved invaluable for managing the communications and responses to our wonderfully successful Marjon Alumni Events which are held in June every year.” says Alumni Officer Krystyna Roberts.**

**It’s the availability of the schema to the user via the power user interface that Roberts particularly likes. She states “With Sentences, it’s remarkably easy to find an alumnus in the system from the smallest piece of data, like a post code or even a partial telephone number”.**

**“In addition to alumni work, we are now able to provide answers to questions from the college administration which we couldn’t have hoped to answer using existing packaged Alumni software”.**

**– College of St Mark & St John, Plymouth**