DocuSign®

Digitize Major Giving and Provide the Best Donor Experience

At the core of any educational institution is a primary mission that takes resources to achieve. To collect the resources to keep a college or university growing in the right direction, advancement teams rely on major gifts from individual donors and corporations. Those gifts don't happen by accident. They are the result of skilled investments in long-term relationships with donors to ensure the financial viability of the institution. However, with philanthropic giving declining overall, fundraising entails new challenges for advancement efforts.

Taking the donor experience to a new level

To state it simply, donors involved in a major or principal gift expect a higher level of service; they look for convenience and flexibility. The people who donate are busy, they don't want a complicated, time-consuming process that requires ink-and-paper signatures, scanning, faxing and mailing. The educational institutions that provide a digital, personalized submission experience will see more donations and healthier long-term relationships with donors. This benefit doesn't end when the pledge agreement is signed, it persists into follow-up activities like stewardship.

Unlocking staff resources with seamless document processes

Donors aren't the only people who benefit from simplified advancement documents. Employees can use modern agreement tools to automate document generation and speed up the exchange of documents using a digital platform with none of the restrictions tied to in-person activities. With less time spent sorting paperwork and manually entering data, employees get time back to focus on fundraising and nurturing the relationships with donors. A digital agreement platform like DocuSign improves the cost per dollar raised and also gives every employee much better transparency into the status of current projects and the upcoming steps in their workflow.

Improving security and privacy of sensitive information

Advancement departments are the senders and keepers of important personal information about donors. Besides information about past giving, major gift agreements and letters of intent are also sensitive documents that need to be kept secure. To ensure compliance and maintain responsibility to donors, educational institutions need to utilize agreement tools that offer the highest level of global information security assurance available.

85%
of the top 20 schools in the U.S. use DocuSign

1000+
higher education institutions are DocuSign customers

Customer results

One educational institution saved $1M+ annually with DocuSign:

Productivity

Decreased time to generate, manage and process documents

83% reduction in incomplete/incorrect documents

Hard Costs

Reduced cost to print, distribute and complete agreements

Eliminate costs to store and maintain documents

Revenue Gains

Increased conversion rate

Decreased time to revenue

Improved staff productivity

The DocuSign Agreement Cloud for Higher Education

A modern system of agreement can free up the advancement team's resources and staff to focus on what matters most: furthering the mission. With the Docusign Agreement Cloud, educational institutions can deliver a seamless donor experience and increase operational efficiency at any scale and speed. It's the easiest way to securely connect and digitally transform donation paperwork, including negotiation, document generation, signature, reporting and stewardship. The result is fundraising that's more agreeable — faster, simpler and easier on the environment — and offers a better experience for donors, alumni and staff.

eSignature

Securely send and capture signatures on advancement agreements from virtually anywhere on any device,while maintaining a complete audit trail.

DocuSign CLM

Automate and manage the full agreement lifecycle with document generation, real-time collaboration, workflow routing and a central agreement repository..

ID Verification

A digital way to verify government-issued IDs, enabling donors to securely verify their identity before accessing advancement agreements.

Integrations

350+ prebuilt integrations with the leading platforms where advancement work is done, including Salesforce and Microsoft.

Learn more about the
DocuSign Agreement Cloud for Higher Education

Use case examples

Major gift agreements and pledges

Letters of Intent

Redlining and negotiation

Reporting

Stewardship

Code of conduct of volunteers

The costs of manual advancement processes

58%
productivity loss

7 days
slower document cycle