



A Better Way to Engage Community College Alumni

Unify Alumni Data and Fundraising Workflows in One Platform

Advancement Teams Need Clarity, Not More Complexity

Advancement teams are expected to personalize outreach, manage complex donor relationships, and grow giving—often with few staff and disconnected technology. Legacy CRMs and numerous point solutions make it difficult to unify alumni data, track engagement, or prioritize the right opportunities. Without a complete view of donor relationships and campus connections, teams spend too little time building the relationships that lead to sustained giving.

Meet the Navigate360 Advancement CRM for Community Colleges

Navigate360 Advancement CRM is built specifically to unify community college alumni and donor data in one modern, intuitive platform. Integrated with EAB's student success technology, it connects siloed data to create rich alumni profiles while responsible AI automates routine work and supports personalized outreach. With built-in tools for segmentation, marketing, events, and engagement, Navigate360 Advancement CRM helps advancement teams deepen relationships and grow giving with EAB's expert support along the way.

A Trusted Partner

10M+

Students and alumni supported across the Navigate360 platform

300+

Chief Advancement Officers partner with EAB

Inside the Navigate360 Advancement CRM

Workflow and Automation Tools

The Navigate360 Advancement CRM streamlines the day-to-day work of community college advancement teams, bringing key workflows into one intuitive platform. By automating routine tasks and reducing manual effort, teams spend more time building relationships and less time managing systems.

- **Automate** routine tasks to extend staff capacity
- Manage gifts, moves, inquiries, and **workflows in one place**
- Coordinate **email, SMS, and event outreach** seamlessly
- Stay organized and focused on **high-value engagement**



Full-Lifecycle Data for Alumni Engagement

Alumni bring with them a rich history of interactions and experiences, but that data is often siloed across systems. The Navigate360 Advancement CRM unifies enrollment, student success, and advancement data to give teams a complete view of each alumnus and turn insights into action.

- **Unify** alumni and donor data with student lifecycle insights
- **Create 360° alumni profiles** for personalization and segmentation
- **Track engagement** across campaigns, events, and outreach
- Use **connected data** to drive timely, meaningful engagement

Inside the Navigate360 Advancement CRM

Helping Community College Advancement Teams Thrive

Responsible, User-Centric AI

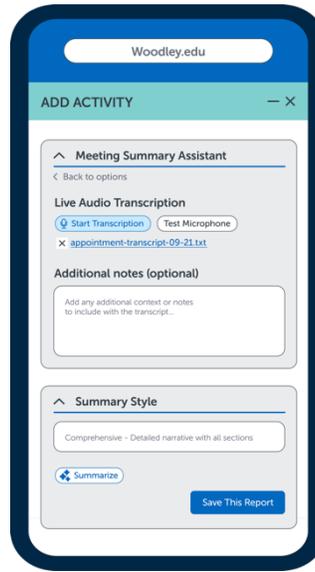
Navigate360's AI is embedded directly into advancement workflows to help teams work smarter without adding complexity. Built specifically for higher education, it supports staff with insights and automation while delivering faster, clearer experiences for alumni and donors.

AI Assistant for Staff

- Draft and manage **outreach campaigns** more efficiently
- Surface **donor insights and engagement** history in seconds
- Prepare for donor meetings with **summaries and key context**
- Capture **notes and follow-ups** quickly to keep momentum moving

AI Assistant for Potential Donors

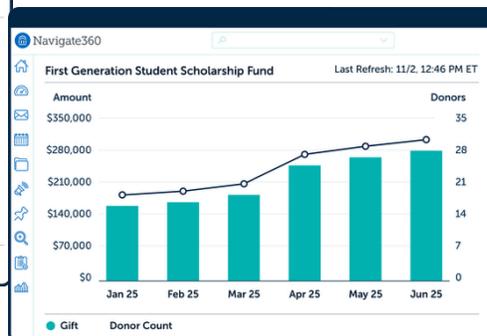
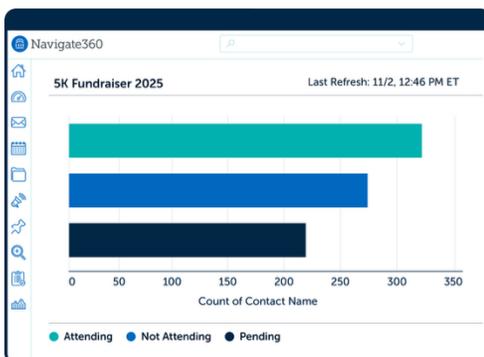
- **24/7 chatbot** answers questions about events, giving, and more, all tailored to your institution



Customizable Analytics and Dashboards

Navigate360 Advancement CRM makes data easy to access and act on—without relying on IT or external developers. Intuitive dashboards and reporting tools give teams the confidence to monitor performance, identify opportunities, and adjust strategy quickly.

- Access **user-based dashboards** and templated reports
- Quickly build **reports** with AI
- Monitor **engagement, campaign performance, and giving trends**
- Translate insights into action with **automated workflows** and **proprietary wealth scoring**



Ongoing Partnership and Expert Guidance

EAB gives your team the guidance and hands-on support needed for a smooth launch and stronger advancement outcomes.

Your EAB Team:

Strategic leader for continued strategy on optimizing platform effectiveness

Launch consultant to project-manage implementation

Account manager to ensure you find ongoing value in the partnership

Partner support team for all your technical needs

Data integration specialists to successfully implement your CRM

You'll also join the **Student Success Collaborative**, a national network of peers sharing proven strategies.

450+

Community colleges partner with EAB

100 days

Navigate360 Advancement CRM can be implemented in as little as 100 days with **minimal technical lift** from your team

To learn more about Navigate360's Advancement CRM and schedule a customized demo, visit eab.com/Navigate360CC-Advancement.