AQ2

CASE STUDY • UNIVERSITIES & FOUNDATIONS

Ole Miss Saves 17.5 Hours a Week on Gift Administration Using AQ2.

The University of Mississippi Foundation and Ole Miss Athletics Foundation manage donor campaigns and gift processing for 120,000+ living alumni. AQ2 saves 17.5 hours a week and an estimated $43,750–$56,875 a year, first in Ellucian Advance and now in Salesforce.



17.5	$44–57K	40+	Same Day
hrs/week saved on gift administration	estimated annual labor savings	campaigns/month managed	scan to deposit

$43,750–$56,875 derived from 17.5 hrs/week × 50 weeks × $50–65/hr university-staff rate including overheads.

OVERVIEW

The Foundation and Athletics Foundation manage the full donor lifecycle: campaigns, solicitations, gift receipts and acknowledgments across the main campus, four branches and a Medical Center in Jackson.

THE CHALLENGE

Before AQ2, every donor name was hand-entered into Ellucian Advance. Checks were photocopied, physically deposited at a local bank daily, and filed in an on-site storage facility at full capacity after seven years. With 40+ active mini-campaigns in any given month, each bringing in 300+ more checks, the manual work kept growing.

- Manual entry of every donor name, check amount and fund designation
- Staff hand-delivering deposit tickets to the bank each day
- Seven years of paper copies at a storage facility always at full capacity

THE SOLUTION

The foundation chose AQ2 because it works directly with Ellucian Advance and handles a complex multi-campaign, multi-form environment. Donor IDs now upload digitally. Checks are scanned in batches, and AQURIT reads the donor, amount and fund. Check 21 deposits funds electronically, same day.

- Manual donor keying → digital upload into Ellucian Advance
- Physical bank runs → Check 21 electronic deposit, any bank, same day
- Paper archives → full electronic image retrieval in seconds
- Batch reporting → live view of batch status, totals and deposits
- Ellucian Advance to Salesforce migration, with AQ2 in place throughout

> **WORKS WITH ANY CRM, INCLUDING THE ONE YOU HAVEN'T MOVED TO YET**
> Ole Miss started on Ellucian Advance and has moved to Salesforce, and AQ2 moved with them. We support customers through CRM migrations. Gift capture keeps running while the system underneath it changes.

THE IMPACT

TIME
17.5 hours a week back from gift entry, photocopying, bank runs and filing.

COST
$43,750–$56,875 estimated annual labor savings. Reduced bank fees via Check 21.

ACCURACY
No more typing errors from manual entry. Every gift coded to the correct fund on capture.

SCALE
40+ mini-campaigns per month across Foundation and Athletics, all in one process.

WHAT'S NEXT

As alumni giving continues to grow, AQ2 grows with the university, so more giving means more for students and programs, not more back-office cost. That's how a foundation grows without growing the back office.

Book a demo right now!

Scan to grab a slot with Noel.

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