

ALBANY COLLEGE OF PHARMACY  
AND HEALTH SCIENCES

## CASE STUDY

**ABOUT ALBANY COLLEGE OF PHARMACY AND HEALTH SCIENCES**

Albany College of Pharmacy and Health Sciences (ACPHS), a private independent institution with a long history of academic excellence, was founded in 1881. Located in the University Heights section of Albany, New York, the college's mission is to educate the next generation of leaders to improve the health of society.

**WHAT WE HEARD**

Albany College of Pharmacy and Health Sciences needed a reliable and automated set of reports to provide new insights and reduce staff time spent on ad hoc reporting. They also wanted an easy way to identify constituents who were showing increasing or very high levels of engagement and were not yet being managed by ACPHS staff as well as identifying constituents who were engaged but who were not yet making gifts of support.

**OUR IMPACT**

Campbell & Company created a suite of automated dashboards in Entrinsik Informer. The dashboards provide a daily view of campaign donations, board giving, alumni donor retention, donations by constituency, opportunity pipeline, and opportunity yield analysis. In addition to providing targeted and helpful insights, these dashboards save staff time that was previously spent creating ad hoc reports.

Campbell & Company also developed an alumni engagement score for ACPHS that automatically refreshes and is displayed in a custom built application, identifying alumni who have recently increased their engagement or who are highly engaged but not yet managed. These tools will allow ACPHS to further their goal by focusing on engaging the right constituents at the right time.

**THE RESULT**

Albany College of Pharmacy and Health Sciences now has access to automatically refreshed reporting in a centralized location. They have the tools they need to reduce time spent on ad hoc reporting and to identify promising new prospects.

*"Working with Campbell & Company has been wonderful. They were patient thought-partners throughout the process, working collaboratively with us to develop useful, dynamic reports that will aid us now and in the future. The engagement tool has been especially useful as we work to identify new prospective supporters and volunteers."*

**- Marcy Stengel, Director of Development**



Campbell & Company is an employee-owned national consulting firm that helps mission-driven organizations create greater impact through fundraising consulting, communications, strategic information services, and executive search. Since 1976, Campbell & Company has helped over 2,500 clients grow their fundraising results through an integrated approach. In addition, our award-winning executive search team brings a record of success in placing exceptional leaders across the nonprofit sector.

Underlying all our work is a culture driven by integrity, candor, rigor, partnership, inclusion, creativity, and our dedication to collaborating with nonprofits invested in inclusive philanthropy to change lives and move the nonprofit sector toward greater justice.

Visit us at [campbellcompany.com](https://campbellcompany.com) and connect with us on [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#).