

Pepperdine University

Location:
Malibu, California

Fonteva Solution:
Events

Pepperdine University was founded in 1937 and is comprised of an undergraduate college and four graduate schools spread across seven locations in southern California.

“ We rely on our events for fundraising, engagement, & alumni activities. We’ve had a great partnership with Fonteva every step of the way to make that successful.”

The Big Story

Fonteva provided Pepperdine University with a highly configurable, simple-to-use events platform to support its critical fundraising and alumni engagement goals while delivering a consistent, 21st century experience to end users.

The Challenge

Pepperdine University hosts hundreds of events annually to support its fundraising and engagement efforts, ranging from small mixers to multi-day conferences. To manage these events Pepperdine was using a tool not natively part of the Salesforce platform it uses to manage relationships with key constituents including prospective students, students, and alumni.

The Solution

After Pepperdine evaluated and selected Fonteva Events, Fonteva worked closely with the university’s events and marketing teams, to better understand its unique registration requirements, specific fundraising goals, and its need for widespread user adoption. Following implementation Pepperdine quickly took off with Fonteva Events, extending its Salesforce platform.

Fonteva Events gave Pepperdine the robust, customizable, easy-to-use event management functionality it demanded, all in Salesforce. With a Salesforce-native events solution, Pepperdine finally had all it needed in one place for communication, registration, and e-commerce, along with event intelligence from Salesforce reports and dashboards. All this enables staff to better manage and deliver successful events across the university.

The Solution continued

"We knew we needed something that was Salesforce-native, because that's what we already use for everything else," says Mauricio Acevedo, Director of Digital Marketing at Pepperdine University. "Fonteva Events allows us to tie attendee registration to our existing Salesforce contacts based on last name and email. We now have a match rate of over 51 percent; that figure was well below 20 percent before Fonteva."

From basic events like alumni gatherings and networking mixers, to complex ones like multi-day, multi-session on-site conferences, Pepperdine got an events platform that is flexible enough to handle it all, yet simple enough that anyone can feel comfortable spinning up events.

"We've had 70 different users create over 270 events this year alone using the Fonteva platform," says Kathleen Gallanes, Event Marketing Specialist at Pepperdine University. "We can trace \$1.7 million in fundraising ticket sales directly back to Fonteva."

And since it's native to Salesforce, Fonteva Events provides Pepperdine with out-of-the-

box Lightning dashboards and reports, as well as automatically triggered email nurture campaigns for event registrations, reminders, thank-yous, and more.

Plus, Pepperdine is able to customize and control the look, feel, and flow of its event registration pages, allowing the university to maintain consistent branding across all of its touch points and easily embed attractive and valuable CSS elements like maps, directions, and more.

"Even if the various stakeholders creating the event have complex needs for the event page – we create custom forms for alumni events like university affiliation, dietary restrictions, and accessibility requirements, for example – the end users still get a really seamless Pepperdine experience," Gallanes says.

"We rely heavily on our events for fundraising, for engagement, and for alumni activities," Acevedo says. "We've had a great partnership with Fonteva every step of the way to make that successful."

Helping make events work harder for one of the nation's leading universities? That's powerful extra credit, made possible by Fonteva.

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