

A New Century with Sage Millennium

Since 1905, the McCallie School has exhibited high standards for its students. Part of their mission is to “strive for excellence in every endeavor.” An all-boys boarding and day school for grades 6 through 12, McCallie boasts a 99 percent university attendance rate for its graduates. Although times have changed since 1905, McCallie’s standards have not.

The century-old school has a history of loyalty and longevity—its oldest alumnus recently celebrated his 101st birthday. McCallie has relied on Sage Nonprofit Solutions software for more than two decades to keep tabs on and track the fundraising efforts of its alumni and volunteers—with 32,000+ constituent records and 14,000+ alumni in 49 states and 47 countries.

More Performance With Less

Since the 1990s, McCallie has grown with the help of Sage software. It currently runs on Sage Millennium, an award-winning fundraising solution used by some of the largest nonprofit and educational institutions in the world. But “Sage Millennium isn’t just for large institutions,” says Serge Yurovsky, Database Services Director at McCallie.

“It’s so flexible that it works well for both large and small sites. Sage Millennium allows us to do more with less. When you’re a small customer, many vendors will give you less features and less support because they assume you won’t be a power user. That’s not the case with Sage.”

Yurovsky describes Sage Millennium as “the life blood of our institution.” He adds, “The Sage Millennium database supports the data of everyone involved with this school, past or present. It has so much power and flexibility. It’s a great tool for managing data.”

Special Events Support

Sage Millennium plays a key role in one of McCallie’s newest and most ambitious programs. Every year, McCallie hosts a Reunion Giving Campaign and raises \$500,000 or more for the Annual Fund with the help of classmate volunteers.

“We have over 150 volunteers contacting thousands of alumni during the course of this campaign. All of our data is stored in the system in a clear and organized way. Without Sage Millennium we would not be able to provide the reporting and systems needed to sustain this effort.”



CUSTOMER

McCallie School

INDUSTRY

Education

LOCATION

Chattanooga, Tennessee

Number of Locations: One

Number of Employees: 200

SYSTEM

Sage Millennium

Challenge

Track data on students, alumni, and donors in a user-friendly way, and manage events and volunteer relationships at a wide range of locations.

Solution

Sage Nonprofit Solutions software implemented since the 1990s; currently on latest version of Sage Millennium.

Results

Voluminous data is easily stored, updated, and accessed. Large-scale fundraising campaigns are simplified and cost-effective.

Prospecting Power

Sage Millennium is the central source of data for McCallie. It not only tracks the information of students, alumni, and donors in a user-friendly way, it also manages events and volunteer relationships. All data is generated from and goes back into Sage Millennium, ensuring that valuable information is never lost.

Yurovsky describes a recent project involving the lacrosse team celebration and fundraising effort. “Because all of our data is in one powerful database, we are able to cross-reference student activity data, event attendance data, and even data we collected related to our alumni collegiate endeavors. Sage Millennium allowed us to zero in on everyone who played lacrosse in high school or college, and on anyone who had a history of being involved in lacrosse events or supporting the lacrosse program.”

User-Friendly and Flexible

Another aspect of what makes Sage Millennium so attractive to smaller users is its flexibility. “One of the best things about the product itself is how customizable it is,” Yurovsky notes.

“I’m sure it’s not easy for Sage, but it’s wonderful from a client’s perspective. There is a great deal of flexibility between Crystal Reports, customizing display screens, and even allowing users to change what tables they view and how they view them. There’s so much you can do to make it user and site specific.”

Always on the lookout for new features, McCallie utilizes Sage Millennium to streamline everything from over 20 phonathons to many events held at numerous locations. For example, Sage Millennium is helping McCallie’s fundraising efforts go paperless. The school recently started offering donors a choice to receive pledge reminders and solicitations via email instead of paper, a move that saves them considerable time and money. “We are always looking for, and finding, new ways of doing things in Sage Millennium,” Yurovsky says.

Long-Term Relationship

“Everyone has heard the tale of the Prodigal Son. But when it comes to Sage software, McCallie is the good son who stuck around,” Yurovsky says with a smile. “The real success here is that you can be a long-term customer and grow with the product. As Sage Millennium improves, so do we.”

About Sage Nonprofit Solutions

Sage North America has been serving nonprofit and governmental organizations for more than 30 years. The company currently helps more than 3.1 million small and mid-sized businesses and nonprofits in the U.S. and Canada increase efficiency and more easily manage their operations through the use of technology. From fund accounting, donor and fundraising management, and fixed asset management, to online donation processing, human resources, payroll, and health care, Sage offers a software product or service to meet the organization’s need.

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– Serge Yurovsky
Director of Database Services
The McCallie School

Sage Millennium is considered to be a sound investment, and not just by McCallie, reports Yurovsky. “There are so many long-term Sage Millennium users, which I see as a solid reflection on Sage and its products. The user community is what makes Sage Millennium special. Small and large sites, long term and new customers—everyone has a chance to contribute to the development of the product and share ways to make it work.”

Clearly, McCallie won’t be shopping around for new fundraising software anytime soon. “We are into our second decade with Sage. It’s a company we trust. It’s a relationship we respect and believe in,” Yurovsky adds.

For more information about Sage Millennium please visit us online at www.sagenonprofit.com.