

# CUSTOMER STORIES: My Raiser's Edge

*How does an Advancement Services Manager use Raiser's Edge? We asked Michael Fenton at the University of Wollongong to share his Raiser's Edge story.*

## How do you use Raiser's Edge in your daily tasks?

I use Raiser's Edge to manage and support the External Engagement activities of the University, and it's 130,000 Supporters and Graduates.

## My favourite feature is...

Dashboards in 7.94 - They are a great tool to give you a snapshot of your constituent cohorts and various metrics you're interested in, and an easy way to introduce staff to the power of RE.

## Why would you recommend Raiser's Edge to others?

Raiser's Edge is a product that can be as simple or as complicated as you need it to be, if you're only managing 5,000 people this is a great tool, if you're managing 300,000 people this is also a great tool. It doesn't limit you as some software applications can in relationship management.

