

## **STI ADDS DONOR DEVELOPMENT TRACKING AND MANAGEMENT TO STUDENT INFORMATION SYSTEM**

*InformationNOW® with GIFTrak helps private and charter schools streamline school administrative functions, gather and analyze data, and administer donor development campaigns*

MOBILE, ALA. (Nov. 9, 2009) – [STI](#), a leader in K-12 education data management solutions, has released a new module for its Web-based student information system to help schools manage donor development efforts and campaigns. Designed for the private and charter school market, *GIFTrak* provides complete campaign management, tracking and reporting. *GIFTrak* fully integrates with *InformationNOW*, a next-generation data management system that enables schools to make informed decisions to improve instruction and student services, while managing fiscal responsibilities.

Donor development is critical for private, independent, and charter schools to continue to thrive and deliver educational excellence. School fundraising activities are particularly important – and challenging – today as many families, community members and businesses face economic hardships. Schools have to work harder to get donations and draw on a larger, more diverse pool of possible donors.

[GIFTrak](#) enables school leaders to strengthen relationships with alumni, parents, businesses, and others through targeted communications, solicitations, and acknowledgements to increase contributions. Administrators and school business officials can easily monitor donor history to identify opportunities, track donations, generate receipts, create reports for tax and accounting purposes, and manage donor-directed designations and scholarships for specialized fundraising campaigns and scholarship disbursement.

STI offers *GIFTrak* as an add-on module to *InformationNOW* to provide schools with a flexible system and a range of options to create a customized solution that meets their unique needs. *InformationNOW* streamlines school administrative functions and allows administrators, teachers and parents anytime, anywhere access to critical information. The Web-based system offers a complete, integrated solution for the collection, analysis and reporting of student data, accessible through a customizable portal for each user. By providing quick access and insight into student data, school leaders can make more informed decisions for efficient and effective school management, and educators can better understand the needs of their students to maximize learning. Parents can be more involved in their children's education by accessing their grades, attendance, schedule, and discipline information online. Other modules for *InformationNOW* allow for management of lunch program services, health services, school-home communications, tuition billing, and electronic transcript exchange.

MORE

For more information about *GIFTrak*, *InformationNOW* or STI's other product and service offerings, visit [www.sti-k12.com](http://www.sti-k12.com) or call 800-844-0884.

### **About STI**

STI is a leading provider of Education Data Management solutions to the K-12 public and private school market. STI's fully integrated suite of Web-based products addresses attendance, scheduling, discipline, grade reporting, state reporting, financial management, student health, parent/teacher communications, special education, formative assessment, and data mining. Additionally, STI offers a comprehensive program of professional development services to help administrators and teachers with school improvement initiatives such as developing data-driven response-to-intervention and formative assessment programs. More than 7,000 schools in 50 states and several countries use STI solutions. The company was founded in 1982 and is headquartered in Mobile, Ala. For more information, phone 800-844-0884 or visit [www.sti-k12.com](http://www.sti-k12.com).

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