

Leverage annual giving campaigns to create new qualification pools - fast

Now annual giving campaign data can immediately fuel your donor pipeline building initiatives



Lightning-fast donor identification



Donors give via Advance-powered giving site on day of giving



Automatic identification of donors with higher propensity to give

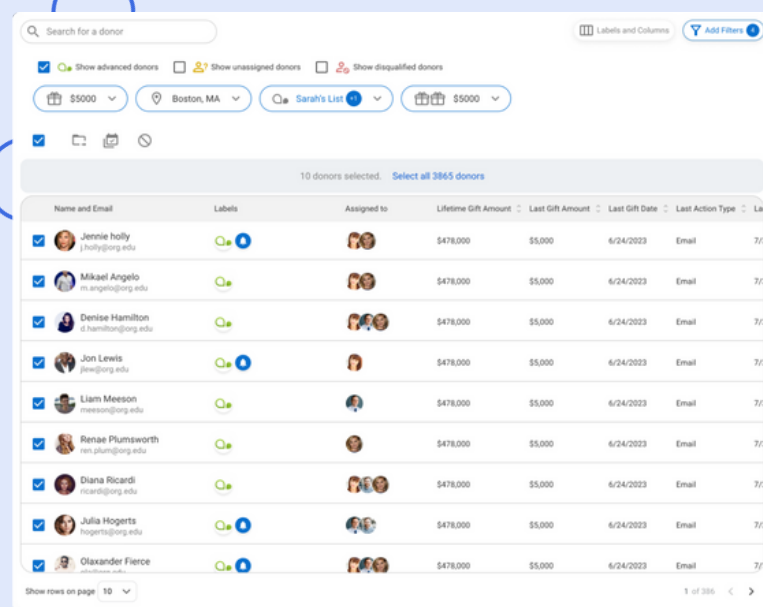


New discovery prospects

High-propensity donors automatically matched to gift officers for AI-powered outreach

AI-powered gift officer portfolios

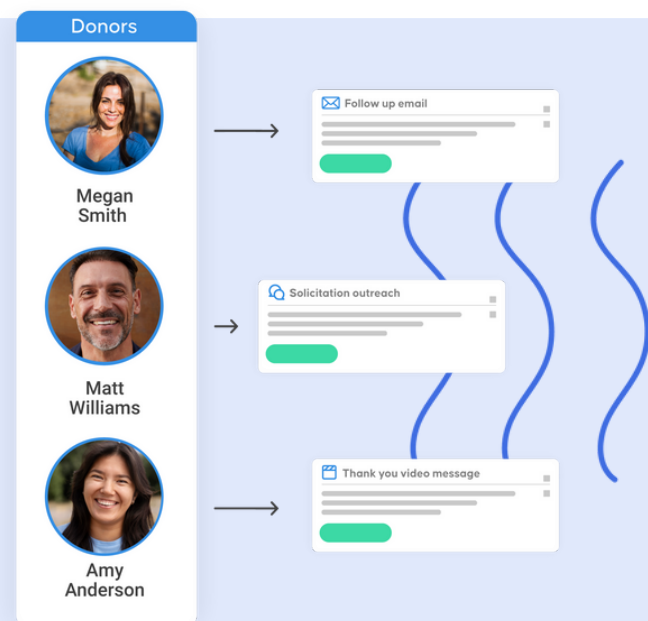
Automatically build new discovery portfolios and prioritize outreach to top prospects for qualification to grow pipeline and unlock future revenue.



Name and Email	Labels	Assigned to	Lifetime Gift Amount	Last Gift Amount	Last Gift Date	Last Action Type	Like
Jennie holly jholly@org.edu	Green, Blue	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%
Mikael Angelo m.angelo@org.edu	Green	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%
Denise Hamilton d.hamilton@org.edu	Green	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%
Jon Lewis jlewis@org.edu	Green, Blue	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%
Liam Meeson lmeson@org.edu	Green	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%
Renee Plumsworth rplumswor@org.edu	Green	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%
Diana Ricardi dricardi@org.edu	Green	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%
Julia Hogerts jhogerts@org.edu	Green, Blue	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%
Olaxander Fierce ofierce@org.edu	Green, Blue	[Icon]	\$478,000	\$5,000	6/24/2023	Email	7%

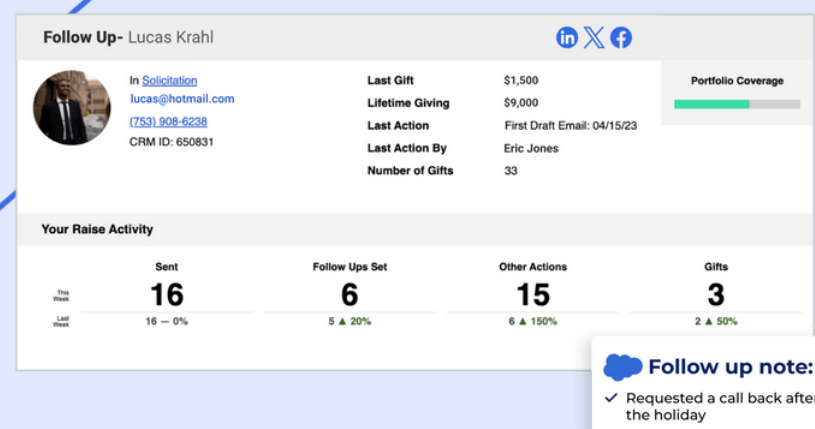
Smart outreach prompts

AI and machine learning capabilities that dynamically prompt fundraisers to deliver the right message at the right time.



Bi-directional CRM integration

Ensure continuity for your team with donor interactions written back into your CRM, providing a clear record for personalized outreach and future fundraising success.



Combining Gravyty's digital giving platform and its AI-powered fundraising solution, Wake Forest segmented thousands of giving day donors based on their selected funds and delivered highly personalized outreach following the annual campaign. This resulted in a gift of **over \$100k from a previously unassigned donor**.



"The data speaks for itself; Raise prompted a remarkable **\$635,679 in giving**, reflecting a significant uptick in donor engagement and generosity from previously unassigned donors."

Carly Snider,
Associate Director of Development,
Leadership Annual Giving, Boise State University

