About NYU:

New York University (NYU) is a highly-ranked private research university in New York City comprising ten undergraduate schools, 15 graduate schools, and a range of internal academic centers. NYU also has campuses in Abu Dhabi and Shanghai and several academic centers worldwide.

NYU

AI and donor discovery NYU's experiences using Raise from Gravyty

The challenge: donor discovery at scale

NYU's advancement team manages 30% of its 600,000-strong alumni pool. But NYU leadership saw an opportunity in the remaining 70% of their discovery and qualification stages. From prospect to donor, the most donor-centric journey is through personal engagement.

The challenge NYU's Development and Alumni Relations Office faced was how to maximize the team's efforts and ensure that donor touchpoints would have the most impact. In addition, they needed a faster, more efficient way to qualify new donors and place them appropriately in the giving pyramid.

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"Most fundraisers hate doing cold outreach -
it's the slog of the job!
Raise from Gravyty allows us to reduce that burden and concentrate more on the work we love - getting to know our donor community, learning their passions, and helping them make an impact where it matters to them."
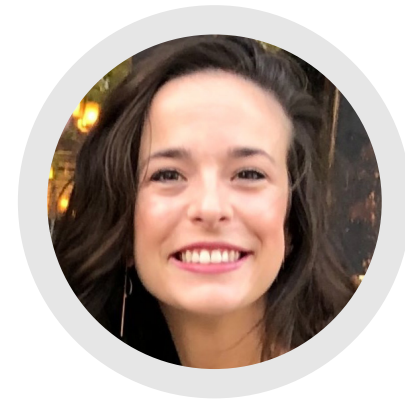
Natalie Kimball Tessoun,
Senior Director of Development, Major Gifts

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The solution: Raise from Gravyty for donor discovery

Artificial intelligence (AI) enables computers to mimic human intelligence and carry out complex thinking or decision-making much like a human would - only faster and usually with fewer errors. Raise from Gravyty's patented AI solution processes what a fundraiser needs to know about a prospect or donor, prioritizes when contact should occur, and self-writes the first draft email or message for the fundraiser or user to personalize and execute.

By elevating NYU's CRM data by using Raise from Gravyty, the team was able to create donor pools based on demographic and giving behaviors. This output segmentation enables their team to focus on the best prospects, drastically improving qualification rate, moves management, and revenue secured.

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Raise from Gravyty in action

1. Data-centric approach

Focusing on Leadership Annual Giving, NYU's used capacity and affinity as selection criteria, putting 500,000 alumni through three different wealth and donor screening solutions, looking for the following criteria:

Capacity - using the potential donor's means and former giving behavior to predict future giving.

Affinity - looking at previous donation history, memberships, societies, social media communications, and more to determine areas of interest and affinities.

From these results, NYU created prospect or discovery portfolios. Fundraisers used Raise from Gravyty to make 2,000 strategic touchpoints to qualify or disqualify prospects. Expediting who to talk to and how to connect with prospective donors.

Results:

Within the first three months of using Raise from Gravyty, the NYU team raised $313,000 from donors who would not otherwise be personally engaged, 60% of which came from new donors or donors who increased their gifts to the university.

Within a year of using Raise from Gravyty, the NYU team has collectively raised over

$840,000.

"

"Advancement is a team sport - kind of like a relay race. Each group must do its job and pass the buck to the next group. Engagement is the first task. If we don't warm up the prospects, the frontline fundraisers can't do their job. Raise from Gravyty helps us warm up the prospects in the fastest, most targeted way."

Mohammed Dasser,
Associate Vice President of Strategic Planning and Analytics

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2. Requalification and reengagement with Raise from Gravyty

Like many in the industry, NYU's fundraising team is quasi-decentralized. As a result, many gift officers knew that their assigned donors were no longer interested in donating to their previous fund designation. Using Raise from Gravyty, NYU wanted to reengage donors to determine additional passion areas to continue and increase giving and engagement.

Results:

Raise from Gravyty empowered NYU gift officers to find the ideal approach for each prospect and even

turn disqualifications into wins.

- A longtime NYU donor informed the school that they intended to cease their philanthropic relationship with the professional school. Using Raise from Gravyty, the gift officer saw that the donor was actively involved in the school's LGBTQ group. They noticed a cause potentially close to the donor's heart; they asked for a gift to the LGBTQ group instead of a gift to the former initiative. The donor reengaged and became the lead donor for the NYU LGBTQ group's 25th anniversary.

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3. Giving Day

Increase donors secured and dollars raised on Giving Day by using Raise from Gravyty to generate personalized messages to select donors and prospects. This approach contrasted with the typical blast or semi-segmented communication that prospects previously received.

"This is the first year I felt involved in and leveraged our annual giving day. It was fantastic. Using Raise from Gravyty made it so easy."

Michele Amondolari,
Major Gift Officer, NYU

Giving day results:

- **$403,000 secured**

- **82 gifts secured**

- **Double the gifts secured by gift officers**

- **Triple the number of gifts secured overall**

- **Double the revenue raised on Giving Day**

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Raise from Gravyty impact on the entire pipeline

The NYU fundraising team noted that the solution should also be applied to all aspects of a division where personal messaging is needed—specifically using it in stewardship, phonathon, event engagement, and communicating other messages at scale with donors.

"The more experience we get using AI in fundraising, the more ideas we get. There is so much scope for AI - we are just getting started at NYU."

Natalie Kimball Tessoun,
Senior Director of Development, Major Gifts

Learn more about how Raise from Gravyty can impact

Tracked link to a demo page

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