How Arkansas State University leveraged AI to achieve a 540% increase in dollars raised

The goal of a university fundraising or development role is to build a relationship with potential donors—primarily, but not exclusively, alumni—keep in touch with them over time, and eventually persuade them to make a donation. After meeting the Raise from Gravyty team at a conference, Taylor Buxbaum, Director of Development at Arkansas State University turned to Raise to engage and inspire more donors to increase giving.

Success at a glance

Portfolio size

Using Raise, Buxbaum saw a

High impact actions (phone calls and meetings)

Proposals (major gifts asks of $25K or more)

In one fiscal year of Raise usage,

Return on investment

ASU has received two gifts, totaling $50,000 from brand new prospects in this current fiscal year with whom he would not have had any contact if it were not for Raise. These gifts have already paid for the software usage for the entire fundraising team.