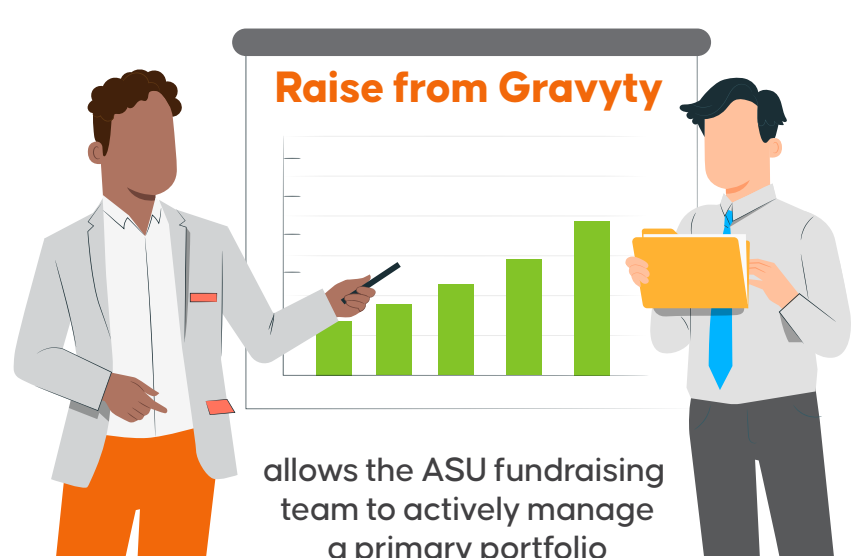


How Arkansas State University leveraged AI to achieve a **540% increase** in dollars raised

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



that is **66% larger** than before,

plus an auxiliary portfolio of **150 prospects**

and a travel pool of an additional



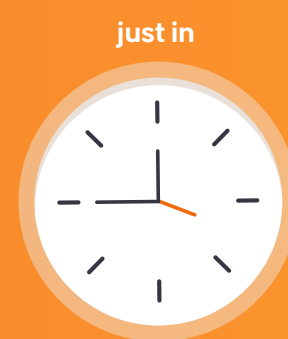
840 prospects

High impact actions (phone calls and meetings)



Using Raise, Buxbaum saw a

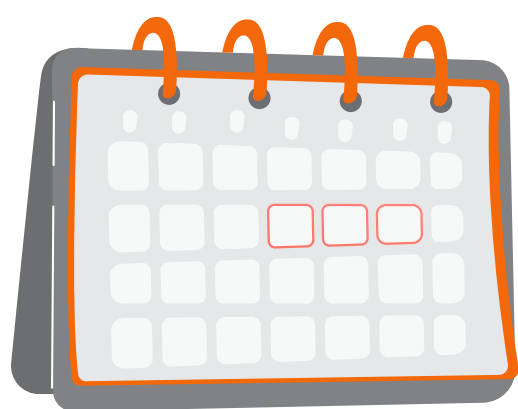
37% increase in high impact actions



just in the first six months of use

And a **160% increase** in high impact actions per month so far this fiscal year

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



In one fiscal year of Raise usage,

ASU saw a **175% increase** in funded proposals, 540% increase in dollars raised

and a **132% increase** in average gift amount

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.