

AI-powered fundraising for healthcare organizations

65%

donors increased
their gifts!

\$6.5M

raised with
Raise from Gravity

1,200+

stewardship
emails sent

The challenge

Securing significant new and increased giving results from a finely tuned fundraising shop is a much-needed revenue driver for the healthcare organization. A preferred healthcare provider in Northeast Florida saw the opportunity to secure increased and new giving with Raise from Gravity ahead of the pandemic but prioritized using the AI tool when other revenue streams were drying up.

The method

Using Raise's AI-powered email, this healthcare foundation monitored donor journeys to recognize whom fundraisers should reach out to, when, and what message should be conveyed with each personalized touchpoint. By committing to separate donor journeys for first-time and existing donors, a team of eight fundraisers used Raise to retain donors and increase annual gift size.

The result

A team of eight fundraisers teams personally thanked more than 1,200 donors in a single year with stewardship emails, setting off a chain of activity for further donor cultivation.

As a result, fundraisers used Raise to open conversations with 263 donors who gave a total of \$6.5M. 65% of these donors increased their giving from the prior fiscal year. One fundraiser saw a 300% increase in giving from her portfolio by using Raise.

[Learn more today.](#)