



# 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

Raise from Gravyty allows the ASU fundraising team to actively manage a primary portfolio 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.**

Learn more about how you can use Raise from Gravyty as your force for AI-powered fundraising.

[Get a demo](#)