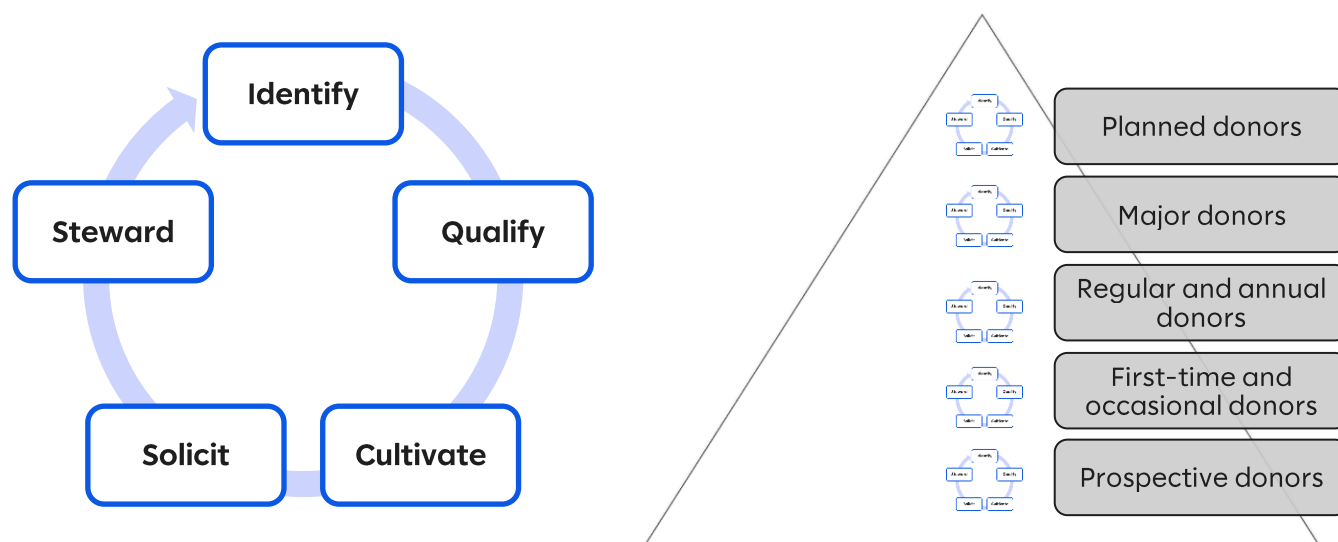


A HOLISTIC APPROACH TO

Leveraging Data and AI for Advancement

Within Higher Education, Advancement is a vital function and is aptly named for the role it plays in advancing the institutional mission. Advancement teams support the engagement of key constituencies, lifelong and multi-generational affiliation, as well as enhanced revenue.

DONOR LIFECYCLE OPPORTUNITIES



LAY YOUR DONOR DATA FOUNDATION

Your data is a precious resource, waiting to be harnessed to its full potential. So ask yourself, how mature is your data foundation? Is your data sitting in silos across multiple sources and systems? Do you have proper data governance in place that balances the needs of security and ease of access? Have you invested in mastering your donor data to create reliable golden records? Do you have a donor data platform that provides a 360-degree view of each individual throughout the donor lifecycle?

ACCELERATE TO INSIGHTS WITH PREDICTIVE ANALYTICS

Building on your data foundation, you can leverage modern tools to visualize, predict, track, and automate the way your team moves donors through the steps of Identify, Qualify, Cultivate, Solicit, and Steward. With the right systems in place, you'll be able to reduce manual efforts, errors, and time spent on reporting, while increasing insights, prioritization, and results.

SUPERCHARGE YOUR ENGAGEMENT WITH AI

Imagine if you could write each donor a truly personalized email that showed your understanding of their relationship with your institution, background, giving history, interests, and core values. How might that optimize your ability to convert occasional donors into making recurring or annual gifts? Amazingly, the latest advances in generative AI allow you to do just that.

Slalom case study: Dynamic prospect qualification for major arts institution

To meet ever-increasing fundraising goals, major gift departments are always looking for new prospects to build their pipeline. Typically, this work has largely been manual – initiating bulk wealth screenings, combing through data, and identifying indicators of ability and propensity to give. Research practices can be time-consuming and often result in static data that loses value over time, requiring additional manual update. And since major gifts can take years to cultivate, it's crucial to focus on the right opportunities, which can be best informed by dynamic donor data. This dynamic prospect qualification tool allows fundraisers to identify a pool of major gift prospects with accurate real-time-capacity data, allowing for quicker turnaround from research to gift officers.

Such a solution was recently implemented by Slalom at a major arts-and-culture institution. The real-time-responsive scoring system puts the organization far ahead of its peers in maximizing fundraising efforts and allows them to diversify their outreach beyond already-known major gift donors.

Machine learning provides a huge opportunity to gift officers with pre-vetted information to target their outreach and uncover the next group of key university donors. This would improve the quality of the prospects that are identified and allow fundraisers to focus their efforts on the individuals most likely to give, thus improving and maximizing their existing donor conversation rate. By strengthening their major gift pipeline, fundraisers will be able to significantly increase the chances of securing the next generation of major donors.

GET IN TOUCH

Artificial intelligence and machine learning unveil a universe of untapped potential for higher education advancement offices, and Slalom can support you in embracing this cutting-edge technology. Imagine a world where every donor feels intimately connected to your institution's mission and personalized interactions spark a flame of philanthropy across a new audience. Reach out today to learn more about how our experts can help you embark on this journey.

Contact Jennie Wong, Ph.D., Industry Director for Education at jennie.wong@slalom.com to learn more and get started today.

ABOUT SLALOM

Slalom is a global consulting firm that helps people and organizations dream bigger, move faster, and build better tomorrows for all. We partner with over 400 of the world's leading technology solution providers to create extraordinary results for our customers. Learn more at slalom.com.

