

# GC Gift Officer

## Now you can spend less time on tedious administrative tasks and more time building meaningful relationships with donors

Transform the way you identify, cultivate, solicit, and steward prospective donors with the only solution **built by and expressly for** frontline fundraisers. GC Gift Officer is the product of a design partnership between GiveCampus and the teams that drive frontline fundraising at some of the country's top educational institutions. Leveraging industry best practices and artificial intelligence, GC Gift Officer streamlines critical workflows and unlocks productivity for your frontline fundraisers and their managers.

## Build more pipeline, book more visits, and close more gifts

- Unlock the capabilities and capacity of your frontline fundraising workforce (GC GO is a force-multiplier for gift officer productivity)
- Make it possible to conduct greater outreach and generate more pipeline
- Upskill frontline fundraisers who can more rigorously execute your defined tactics
- Simplify and streamline internal operations and processes (make it easier to run teams) and roll out best practices across frontline fundraisers
- Generate excitement within the user base that creates enthusiasm to adopt the tech

## GC Gift Officer helps you raise money by helping frontline fundraisers:

- Send 50 personalized emails in 1 hour
- Increase outreach by 85%
- Prep for meetings, leveraging machine learning
- Use AI for donor bios, contact reports, and follow-up

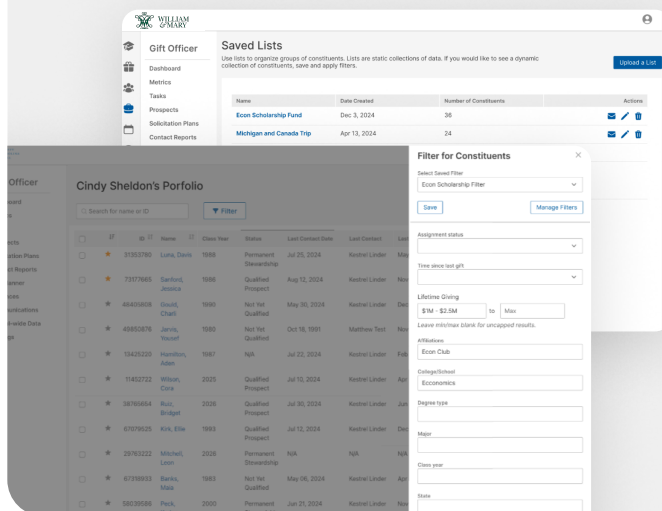
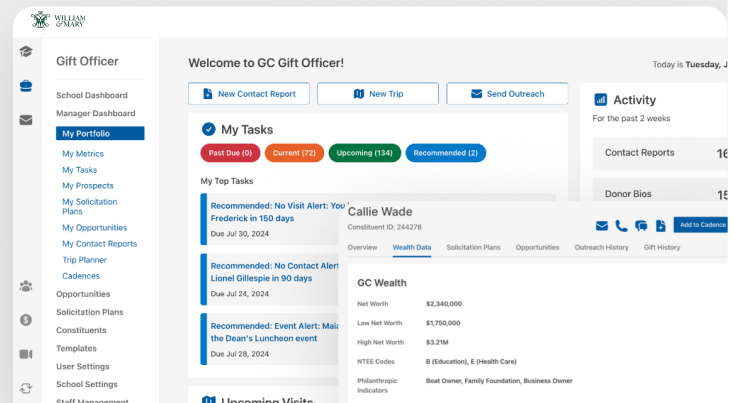
# Build more pipeline.

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## Task management

Manage all to-dos in one place with recommended alerts

- A task manager for all daily activities
- Get alerts and recommendations for tasks based on change of wealth or career intelligence data



## Saved lists & filters

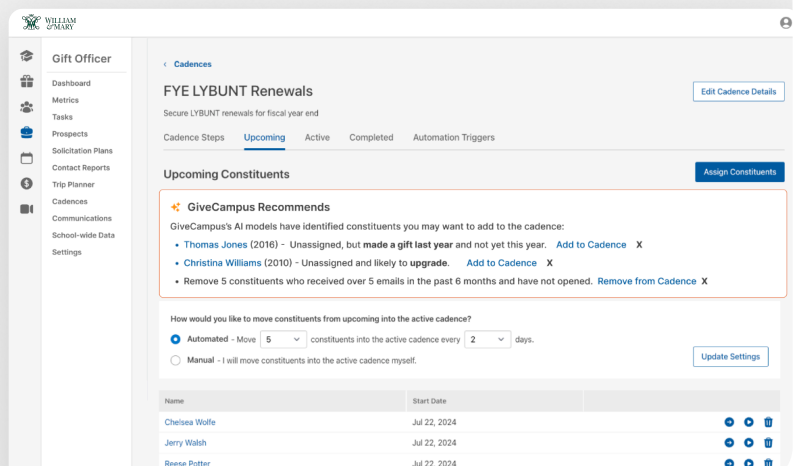
### Lists & Filters

- Filter constituents based on variety of attributes (such as location, last visit date, year graduated, affiliation, lifetime giving, etc.)
- Save filters based on criteria picked and list will dynamically update

## Smart segments in cadences

### Smart Segments & Cadences

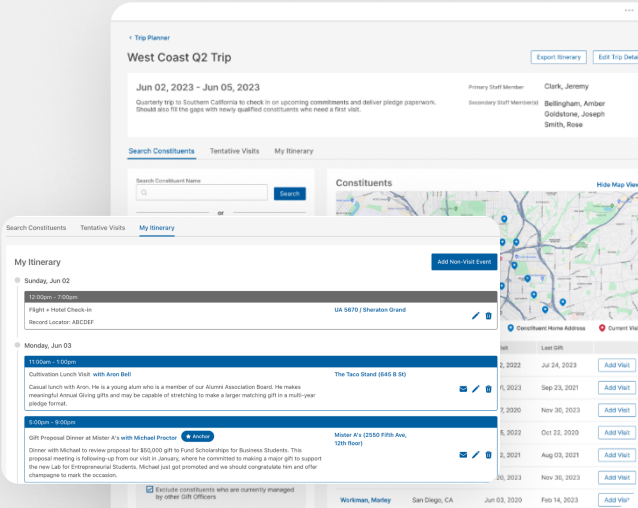
- Get recommendations on what donor to put next in a cadence based on model indicators
- Prescribed series of communications occurring over a defined period of time



## Trip planning

Efficiently prep and plan prospect visits with a little help from AI

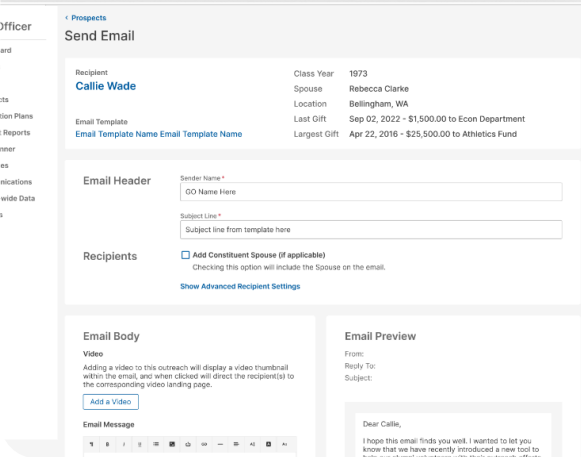
- Ditch the online maps and spreadsheet tracking —GC Gift Officer streamlines itinerary building with prospect search by geolocation and recommending multiple visits in the same area.
- Plan, manage, and prepare for donor visits from one comprehensive platform and easily export itineraries to share with colleagues.



## Emails

Streamlined personalized outreach

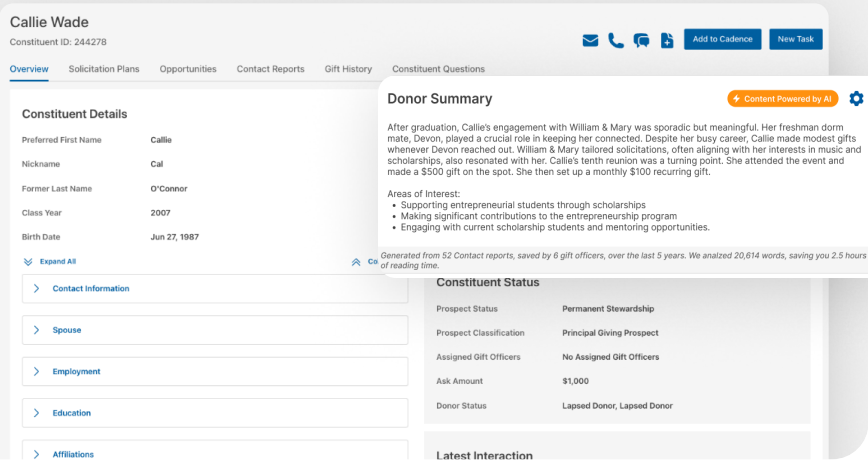
- Solve the blank page problem with a little help from AI.
- Leverage GC GO to create first drafts from custom prompts and tailored templates so you can quickly write personalized emails to prospects at scale.
- Review, revise, and hit send on your communications all from within the platform.



## Donor bio

Get to know the history with a donor

- Prepare for your meeting with donor bios instantly compiled from previous contact reports and data from your CRM.



Close more gifts.

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## Meeting prep

Be prepared for meetings with recommendations

- Use AI to prep for meetings with donors.
- Recommends key questions or topics based on past contact reports.

**Gift Officer**

**Callie Wade** ★  
Constituent ID: 999999

Overview Solicitation Plan Outreach History Gift History Summary History Donor C

### Meeting Prep

February 20, 2025  
Hilton Hotel, Albuquerque, NM

#### Donor Bio

Nickname	Cal	Summary
Class Year	1979	Callie Wade (preferred name— Call) is an alumna from the class of 1987 who employed as the VP of Strategic Accounts. Callie's last gift was made on 03/ of \$25,000.00 on March 14, 2022. Their largest gift was \$25,000.00 to Socce
Spouse Name	Rebecca	

#### Meeting Objectives

- Cultivate donor relationship
- Secure a financial commitment for the 2025 Econ Scholarship Fund
- Identify new partnership opportunities with volunteering to advancement

### Report Content

- ☐ Utilize AI to create a contact report summary and actions from your notes

#### Contact Report Content

Had a great conversa about philanthropic p interested in offering for Reunion to drive c

#### Email Prospects

How would you like to begin building your email template?

- ☐ Start from scratch
- ☐ Start from a template
- ☒ Utilize suggested messaging provided by AI

- ☐ Customize email content per recipient

This option will allow you to utilize an email template while having the flexibility to change language and exact messaging per recipient.

Cancel

Continue

### Follow-Up Tasks

- > Send details about special events schedule

## AI Powered Contact Reports

Transform raw notes into polished contact reports and much more—in just minutes

- Enter your rough meeting notes on the fly and GC Gift Officer will quickly generate a polished contact report, recommend next-steps, and create a detailed follow-up email—all in just a few minutes.

## Integrated smart ask giving forms

Integrated with your existing GiveCampus connection

- Allow gift officers to send a giving form.
- Include a smart suggested giving amount on the giving form reducing clicks for the donor.
- Donor can make a gift from their phone.

**Hi Callie!**

As fellow scholarship recipients and former econ majors, you and I know better than anyone else the value of a William & Mary education. I hope you'll join me today in making a gift in support of our alma mater.

Recurring One-Time

\$150 \$250 \$350

Designation

Econ Scholarship Fund

First Name

**New Email**

Recipient: Callie Wade

Preferred First Name: Callie

Class Year: 2007

Spouse: N/A

Location: Las Vegas, Nevada

Last Gift: Sep 20, 2010 - \$3,050

Largest Gift: Sep 20, 2010 - \$3,050

Email Template: [STUBUNT] Email 1

Email Header: Justice Behrmann

Subject Line: Callie, I'd love to say hello from GC GSD University

Recipients: Show Advanced Recipient Settings

Insert Personalized Link

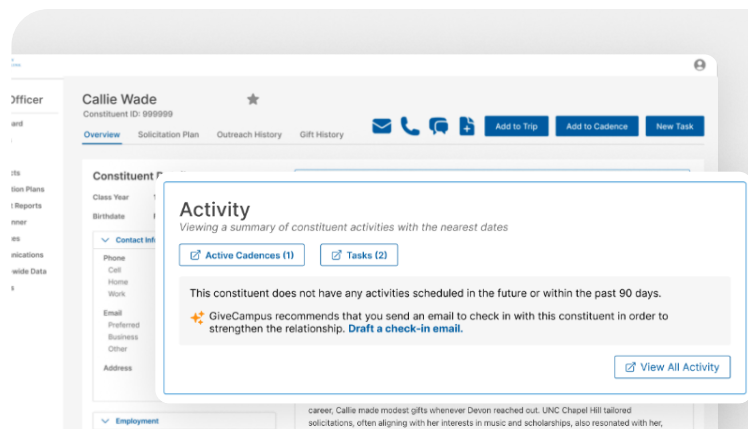
Link to: Form

Comment: ECON Scholarship Fund



# Harness AI and data driven insights.

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## Activity notifications

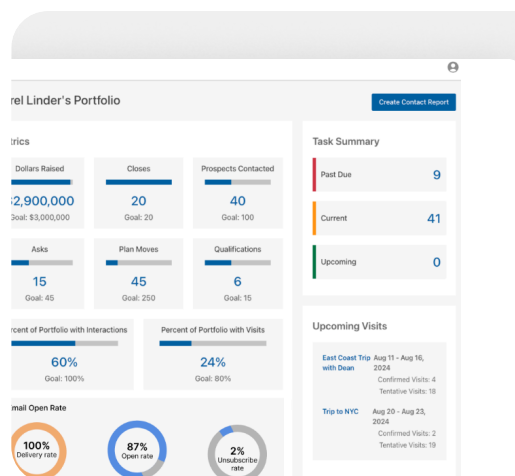
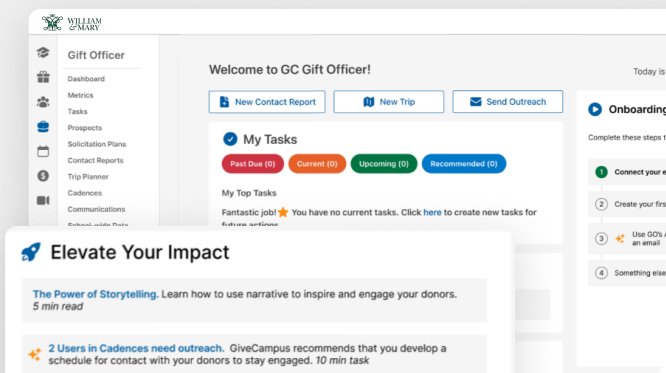
Get reminders for donor interactions

- Use AI to prompt recommended actions
- View latest activity directly in the constituent view

## Tips & tricks

Get tips and tricks

- Use AI to determine keywords from a contact report
- Use keywords as tags for interests for future content recommendations or outreach



## Metrics

Manage activity better with real-time reporting

- Get an at-a-glance view of team performance metrics, pipeline health, progress towards goals, upcoming trips and more.
- Drill down into individual portfolios right from the manager's dashboard and get real-time visibility into gift officer activities.

**Discover how GC Gift Officer can help you and your team get much more accomplished in far less time. See GC Gift Officer in Action!**



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