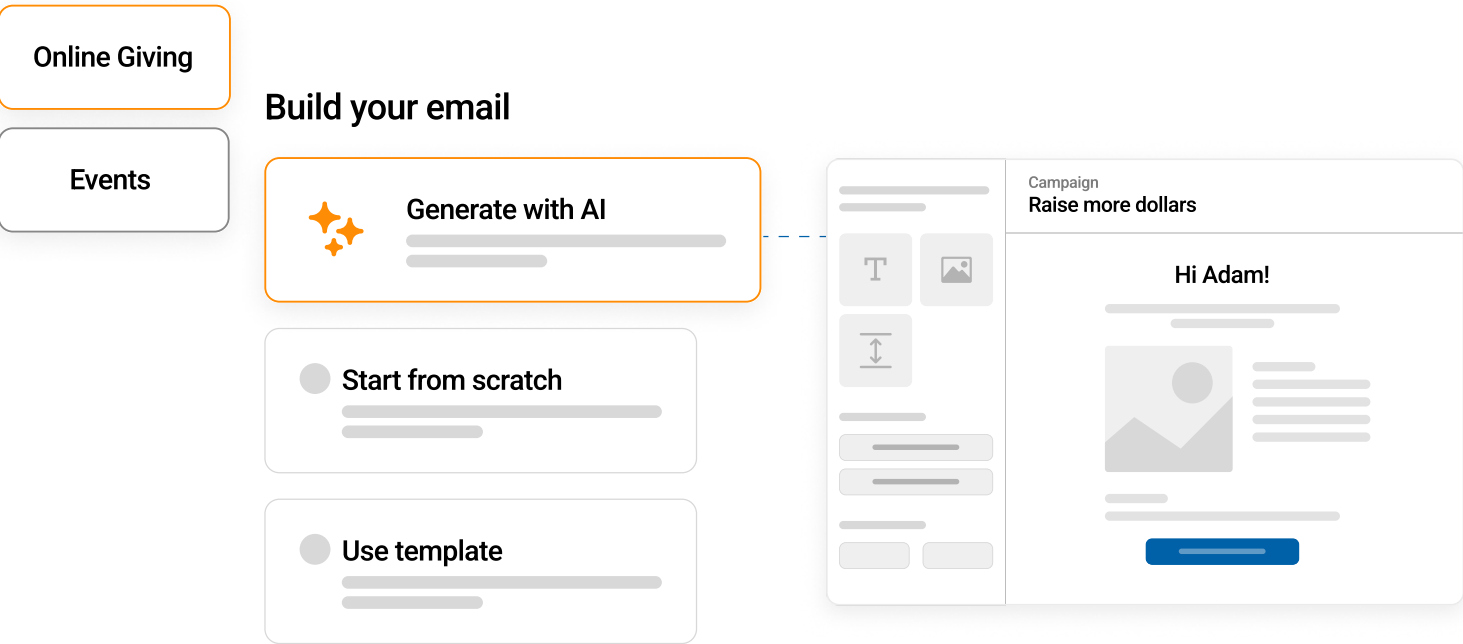# GIVECAMPUS

GC Outreach

Engage, solicit, and steward donors more effectively with a targeted email solution

Take the hassle out of building lists and sending accurate, on-brand emails with GC Outreach. Built to match how you operate, GC Outreach integrates emails into your GiveCampus campaigns, giving forms, and events, simplifying workflows and providing more personalized donor engagements.

Whip up beautiful emails in minutes

Start your email outreach seamlessly from within the GiveCampus platform, engaging constituents directly from your online giving and events management hub. Leverage a user-friendly rich media editor or pre-built templates to design stunning emails that align perfectly with your school's brand.

Online Giving

Events

Build your email

Generate with AI

Start from scratch

Use template

Campaign
Raise more dollars

Hi Adam!

Generate captivating messages in a snap

Use smart, custom-built prompts that leverage generative AI and your own campaign and event data (that's already in GiveCampus) to instantly draft targeted emails, invites, and more.

Tell us about the kind of messaging you'd like to generate.

Outreach Type

Invitation | New Appeal | Thank You | Update

Target Audience

LYBUNT | Alumni | Parent | Student

How will you be communicating with your constituent(s)?

✉ Email | 💬 Texting

Message Tone

Formal | Casual | Friendly | Serious | Funny

⚡ Generate Outreach Messaging

Segment with ease and reach the right donors

Access pre-built recipient lists, upload your own, or use the Segment Builder and your existing data to create your ideal target segment. You can even exclude recent donors with a click.

Segments

Custom Segments | Pre-Built Segments | Smart Segments ⚡

Pre-Built Segments

The following segments have been pre-built by GiveCampus based on data patterns we have identified across our partner base. Click into a segment to view what conditions were applied to create this segment. You can also clone a segment to customize conditions.

Anniversary Donors
View all upcoming donors who are currently at their 1 year anniversary or are about to lapse or have already lapsed
Potential Impact: $24,510

Potential Recurring Givers
View all constituents that have 3+ consecutive giving years and last gift size $100-500 who might be a good fit for a recurring ask
Potential Impact: $20,360

Recurring Gift Upcoming Lapses
View all upcoming recurring gift ends to reach out and ask for a renewal
Potential Impact: $5,410

Loyal LYBUNTS
View all LYBUNTS who have given consistently over the last 3 years to reach out to about donating this year
Potential Impact: $12,214

Never Donors
View all of the donors imported who have never donated according to the imported and GiveCampus data
Potential Impact: $32,231

✉ **info@givecampus.com**   🌐 **go.givecampus.com**

Leverage smart solicitation suggestions powered by AI

Our predictive modeling identifies individuals most likely to make recurring gifts, highlights your top advocates, uncovers donors ready for leadership gifts, and provides pre-built Smart Segments for targeted outreach.

Smart Segments

Highly Likely to Make a Recurring Gift

View a list of constituents who have a high propensity to make a recurring gift to make a target recurring gift ask.

Highly Likely to Advocate

View a list of constituents who have a high propensity to become an advocate and reach out to ask!

Highly Likely to Make a Leadership Gift

View a list of constituents who have a high propensity to make a leadership-level gift to make a leadership gift ask.

Boost engagement with a more personalized outreach

Deliver highly personalized experiences by powering your emails with unique tracking, auto-fill, personalization links.

With all campaign and event-specific data at your fingertips in GiveCampus, personalizing your outreach has never been easier.

Build your email

Generate with AI

Start from scratch

Use template

Recipients

Colleen	colleen@gmail.com
Soham	Soham@gmail.com
Victoria	Victoria@gmail.com
Arlene	Arlene@gmail.com
	gmail.com
	gmail.com
Aubrey	Aubrey@gmail.com

Exclude donors who have donated online

Select campaign

Use personalized link

Auto-fill link

Unique tracking link

Email

Hi Adam!

Campaign Link

Do all work from one place

- Do all of your email outreach right from within GiveCampus—it's one less tool to learn, connect, and manage.

- Instantly email constituents interacting with you on the GiveCampus platform without having to export and import lists from multiple tools.

- Manage more of your fundraising tasks in a platform you know and love —and where you already spend much of your time.

What version of GC Outreach do I need?

STARTER

GC Outreach starter version is now included in all Basic / Advanced Plans

Email Capabilities

- Send 100,000 messages / month

- Upload your own segments

- Use pre-built segments from GC (e.g., event attendees or LYBUNTS)

- GC Intelligence Generative AI

PREMIUM
ONY AVAILABLE ON THE ADVANCED PLATFORM PLAN

Upgrade to the premium version for these additional capabilities

Email Capabilities

- Send 2,000,000 messages / month

- Query-based segments: Create custom segments from scratch using imported and GiveCampus data to optimize outreach recipients.

- GC Intelligence Smart Segments: Identify individuals most likely to take action for more personalized outreach

Texting Capabilities (already included in advanced plan)

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