GIVECAMPUS
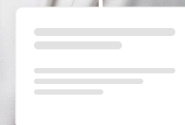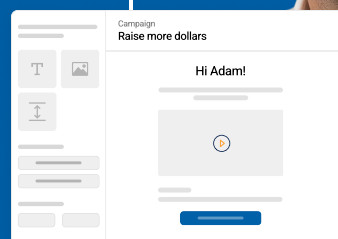
GC Outreach

Write, design, and send branded emails, text messages, and videos to smartly segmented lists in minutes.

Generate Email

Generate Text

Campaign
Raise more dollars

Hi Adam!

Easily upload or build segmented lists, and send targeted, on-brand emails or texts, including personalized videos, all without leaving GiveCampus. Tailored to your workflow, GC Outreach seamlessly integrates multi-channel communications into your GiveCampus campaigns, forms, and events, simplifying your tasks and personalizing donor engagement at scale.

Whip up emails and texts in minutes

Start your 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.
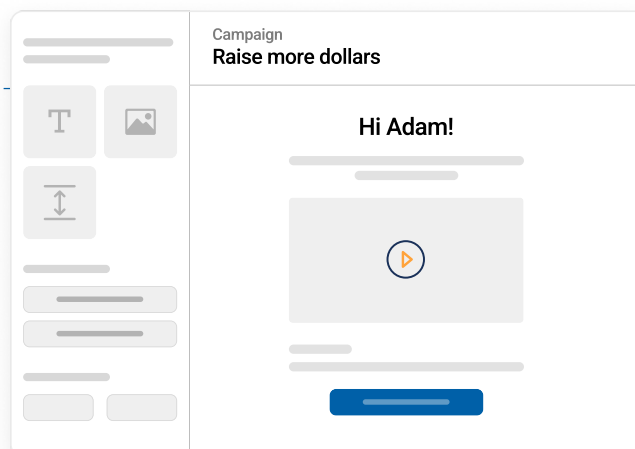
Online Giving

Events

Build your outreach

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 campaign and event data (that's already in GiveCampus) to instantly draft targeted solicitations, 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: $32,123

✉ 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 more personalized outreach

Deliver highly personalized experiences by powering your outreach with GC Videos, unique tracking, auto-fill, and personalization links.

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

Build your outreach

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

Manage all of your work from one place

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

- Reach out to 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?

Compare plans Choose your plan according to your institution's needs.	Essentials	Professional	Enterprise
GC Outreach			
Email: max messages	100K/ month	500K/ month	2M/ month
Segments: Upload Your Own	✓	✓	✓
Segments: Pre-Built by GC	✓	✓	✓
Segments: Query-Built	✓	✓	✓
Texting: max messages/day		10K/day	10K/day
Texting: total messages included		10K	25K
AI Content Generation	✓	✓	✓
Smart Segments		✓	✓
Create and insert GC Videos		✓	✓

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