

Smart Segments

Take the guesswork out of your next targeted appeal

Segmentation is an important fundraising strategy aimed at pairing the right ask with the right individual. Traditional targeting methods that rely on intuition and 'rules of thumb' can take hours of time and often miss the mark—leaving a wealth of opportunities untapped. Analyzing data from more than 1,000 schools across our community, GiveCampus has developed a faster, more accurate approach.

Smart Segments leverage cutting-edge predictive models to identify which of your constituents are most receptive to certain high-value appeals. Now you can save hours of time, increase the impact of your appeals, and reduce the risk of oversaturation.



How Smart Segments work

GiveCampus leverages artificial intelligence and machine learning to build predictive models that:

- 1 Analyze thousands of gifts and millions of data points from 1,000+ schools.
- 2 Identify historical patterns in donor behavior.
- 3 Effectively predict which constituents are most receptive to an ask.

Boost the efficacy of your outreach

- ✓ **Solicit smarter:** Drive more dollars, donors, volunteers, and overall conversions by making the right ask to the right individual.
- ✓ **Save time:** Spend less time guessing who'll be receptive to your appeal and more time crafting a meaningful message that resonates.
- ✓ **Save marketing dollars:** Avoid costly unsubscribes and boost donor retention by soliciting the right people at the right time.

AI-powered segmentation strategies yield better results

We piloted our Smart Segments service with ten schools—including several with sophisticated and well-resourced advancement shops. Our predictive models outperformed traditional segmentation strategies across the board, delivering consistent, strong results like these:

● **22% more CYE gifts and 50% fewer unsubscribes**

● **41% more leadership upgrade gifts**

● **28% more recurring gifts**

Smart Segments Offering

Our Smart Segments offering includes the data segment of your choice, a fundraising playbook, and three consultative calls to help you launch your appeal.



Smart Segment(s)

A list of constituents predicted as most likely to respond to an appeal of your choice. See available segments listed below.



Fundraising Playbook

Recommended multi-channel appeal content, cadences, GiveCampus templates, and more—everything you need to execute an appeal to your selected segment.



Consultation and Strategic Guidance

Strategic support and consultation with the GiveCampus Data Science and Partner Success teams.

Available Segments

Choose from one of six standard appeal packages or request to run a custom appeal, and we'll tailor your segment accordingly.



Recurring Gifts

Boost dollars and retention with a targeted ask to donors who are primed to make a recurring gift.



Leadership Upgrades

Move LYBUNTs/SYBUNTs up the pyramid by soliciting for an upgrade to a leadership annual fund gift.



Giving Society Upgrades

Focus on donors who are likely to respond to a second donation that would bump them into a giving society.



Second Fiscal Year Ask

Find donors primed to respond to a second ask leading up to Fiscal Year End.



Volunteer Recruiting

Level up your peer-to-peer outreach by identifying constituents most likely to volunteer.



Advocacy Recruiting

Turn loyal donors into champions and get more strategic with your advocacy recruitment.

If you're curious about how Smart Segments can help you reach more of the right people with the right message, visit info.givecampus.com/smart-segments

