



**gravityty**

your force for good

# Summer ease: Implementing personalized donor communications at scale the easy (and effective) way



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# Agenda

- What is Advance?
- What is Gratavid?
- Advance-Gratavid
- Integration Use
- Cases/Discussion
- Q&A

# Introductions



**Frank Mumford, CFRE**  
Account Executive



**Meghan Matthews,**  
Customer Success Manager

# What is Advance?

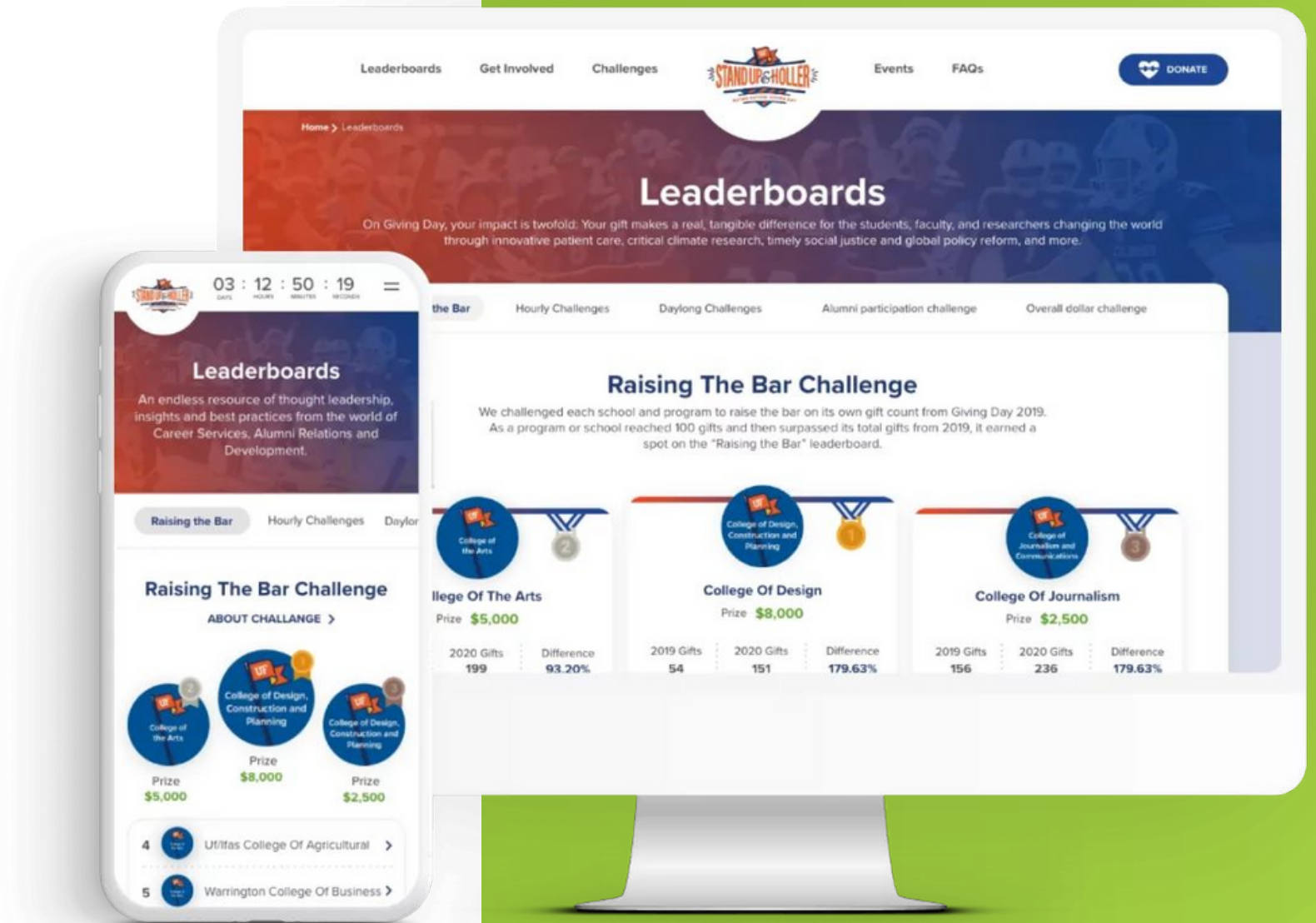
Digital fundraising platform

gravity

# What is Advance?

## Your force for digital fundraising

- Harness the power of urgency, community, and competition to boost donor engagement and dollars raised through a dedicated, gamified giving day
- Empower your community to take advantage of digital fundraising with their own peer-to-peer giving campaigns
- Digitize your annual campaign to engage and grow your donor base year-round
- Broaden your engagement strategy by leveraging constituents as ambassadors to champion your cause



# What is Grataavid?

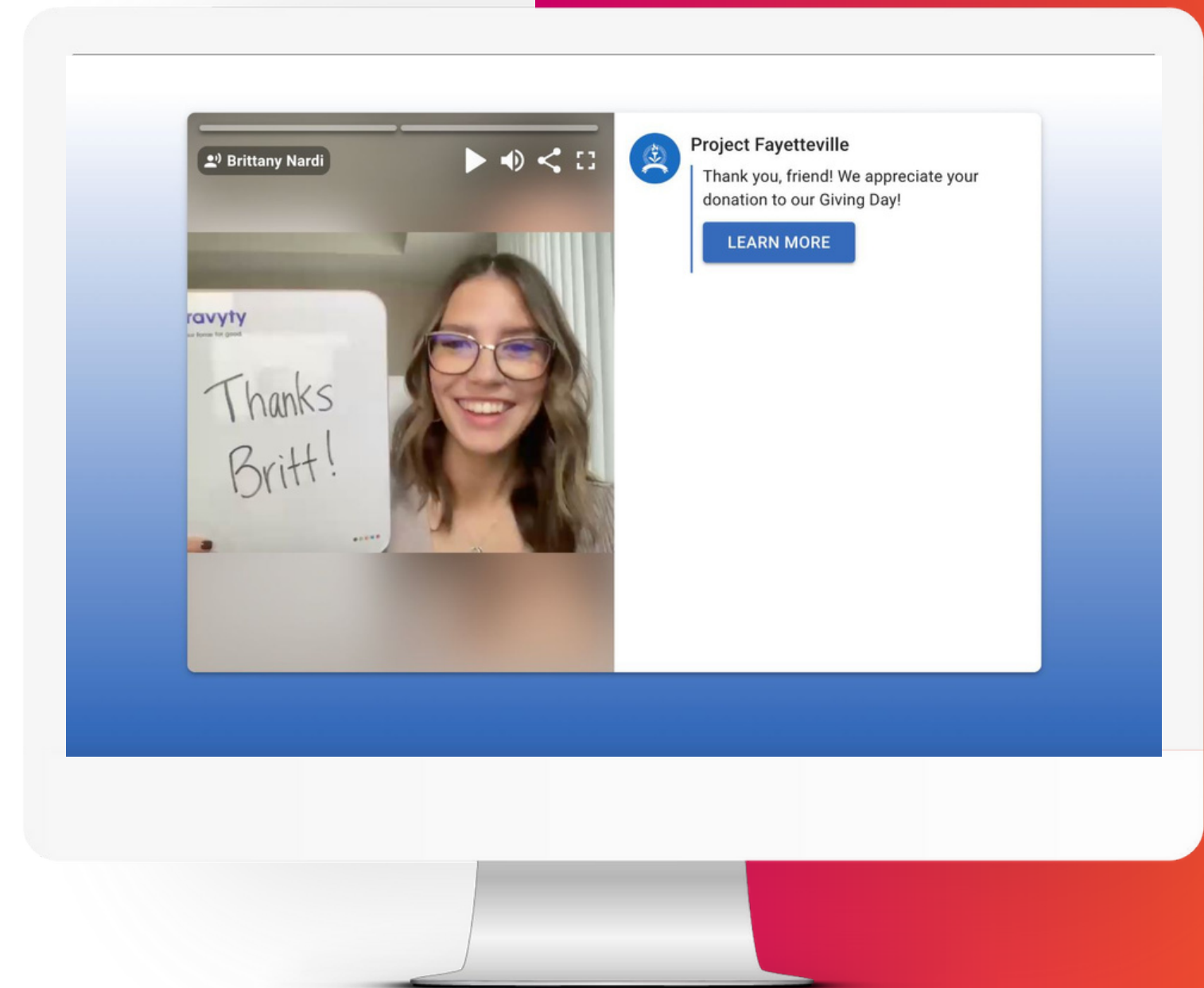
Personalized video messaging platform

gravyty

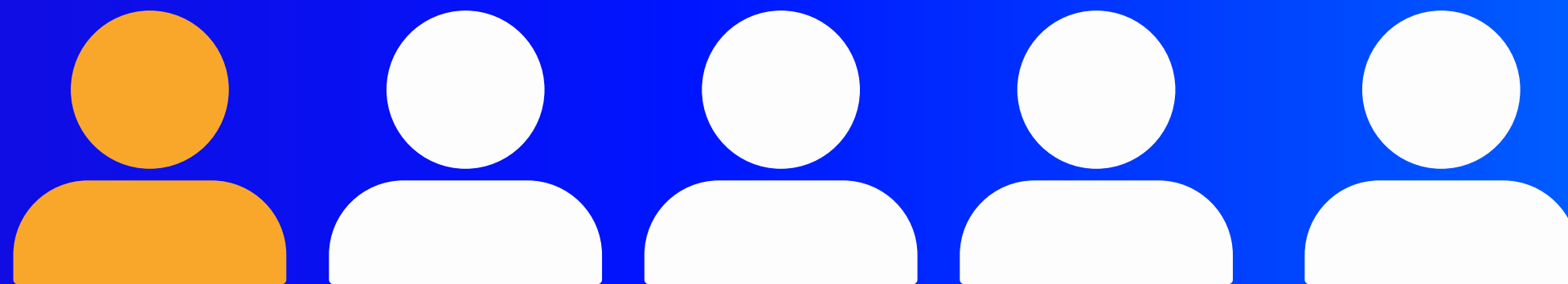
# What is Gratavid?

## *Personalized video messaging platform*

- Easily record videos from any device
- Quickly request videos by email or text
- Generate, edit and translate closed captions
- Combine multiple videos into impactful reels
- Analytics to understand video impact







**2020 donor retention for first-time donors was 19%.**

Bloomerang - 4 Strategies to Retain Your #GivingTuesday Donors







2022 donor retention for all donors was 42.6%.

AFP Global - Fundraising Effectiveness Project

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WHY DONORS STOP GIVING

**#1**

ORGANIZATION DID  
NOT COMMUNICATE  
IT'S EFFECTIVENESS



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**OUR BRAINS FILL IN GAPS**



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**IF YOU DON'T TELL YOUR  
STORY, SOMEONE ELSE WILL**



**VIDEO CAN HELP**



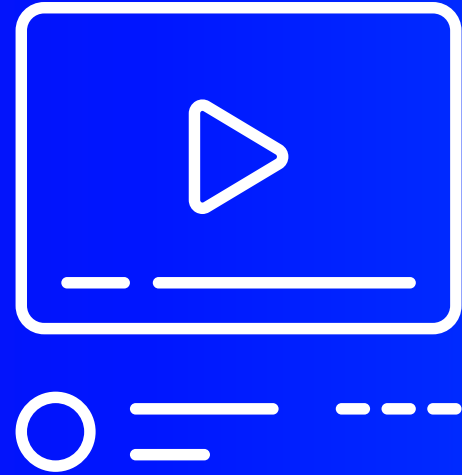
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**One minute of video is  
worth 1.8 million words.**







**Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.**



# HOW TO AUTOMATE





### Slate integration

Gratavid + Slate empowers admissions teams to automate video outreach to prospective students for each stage of the enrollment funnel based on specific queries created in Slate



### Advance integration

Gratavid + Advance from Gravyty enables fundraisers to automate donor stewardship saving significant time by mapping and sending pre-recorded thank you videos during large campaigns like Giving Days



### Raise integration

Gratavid + Raise from Gravyty harnesses the power of AI to seamlessly present key donor details, helping fundraisers create personalized and impactful video messages in minutes



# Advance-Gratavid Integration

Technical setup/how-to



# Technical Setup

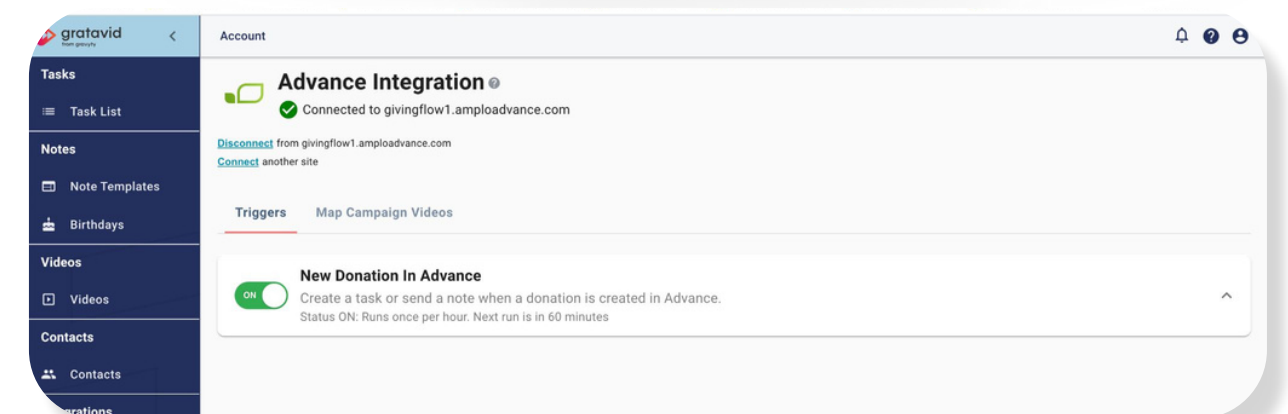
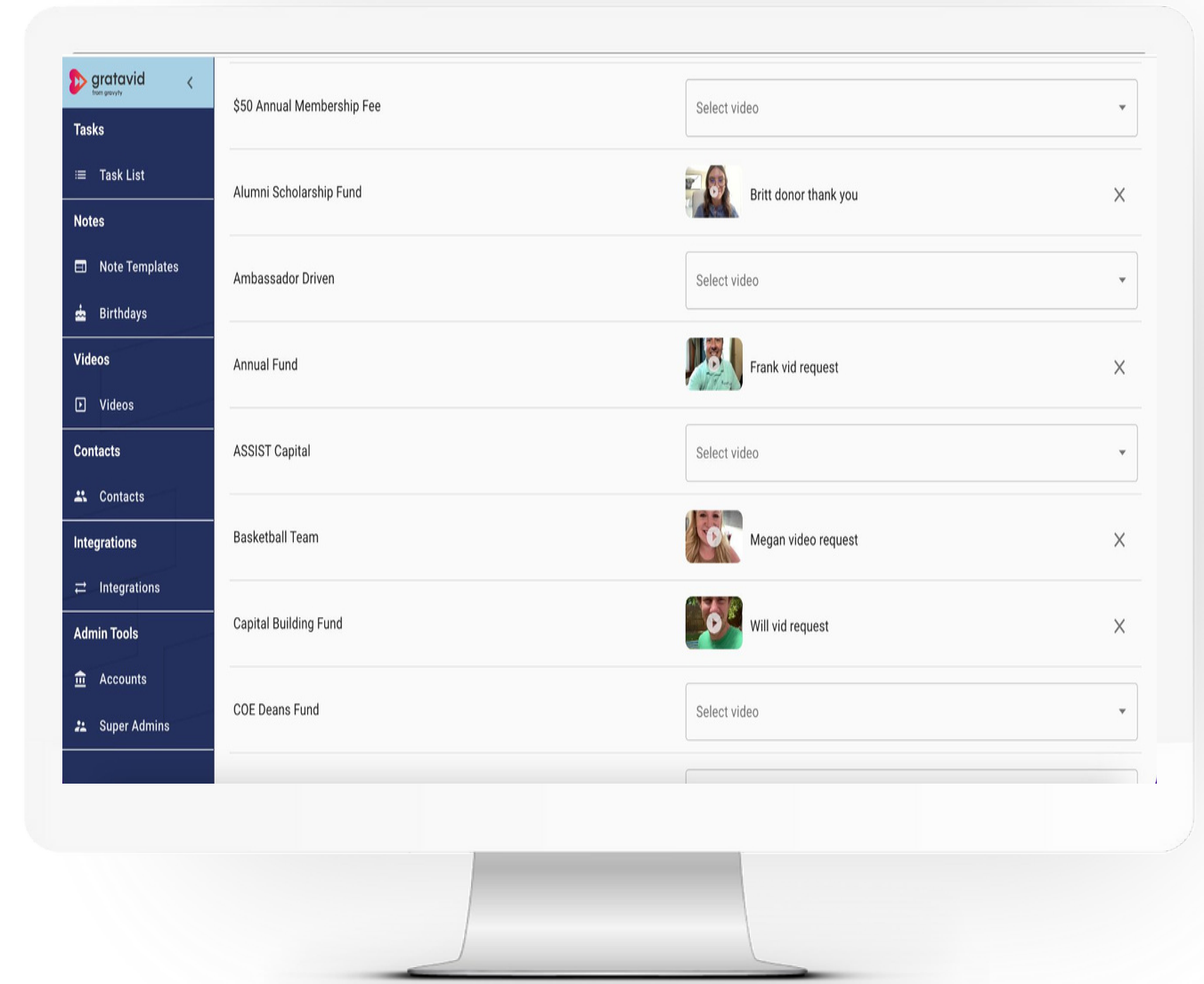
Click connect and insert API Key

The screenshot shows the Gravid account settings page. The left sidebar contains navigation options: Tasks (Task List), Notes (Note Templates, Birthdays), Videos (Videos), Contacts (Contacts), Integrations (Integrations), and Admin Tools (Accounts, Super Admins). The main content area is titled 'Account' and features the 'Advance Integration' section. A green icon with a red 'x' indicates that the account is not connected. Below this, a message states: 'Need your Advance API Key? Follow the steps under [How To Connect](#)'. There is a text input field labeled 'Advance API Key' and a dark blue 'CONNECT' button.

# Advance-Gratavid Integrations

Automatic Gratavid videos triggered when new donation...

- Create task or send note when a new gift comes in over \$x amount
- Higher amount - create task
- Lower amount - send note and map campaign videos



# 6+ hours

time saved per week if repetitive aspects of your job was automated

McKinsey Global Institute

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# Examples

Gratavid & Advance in action

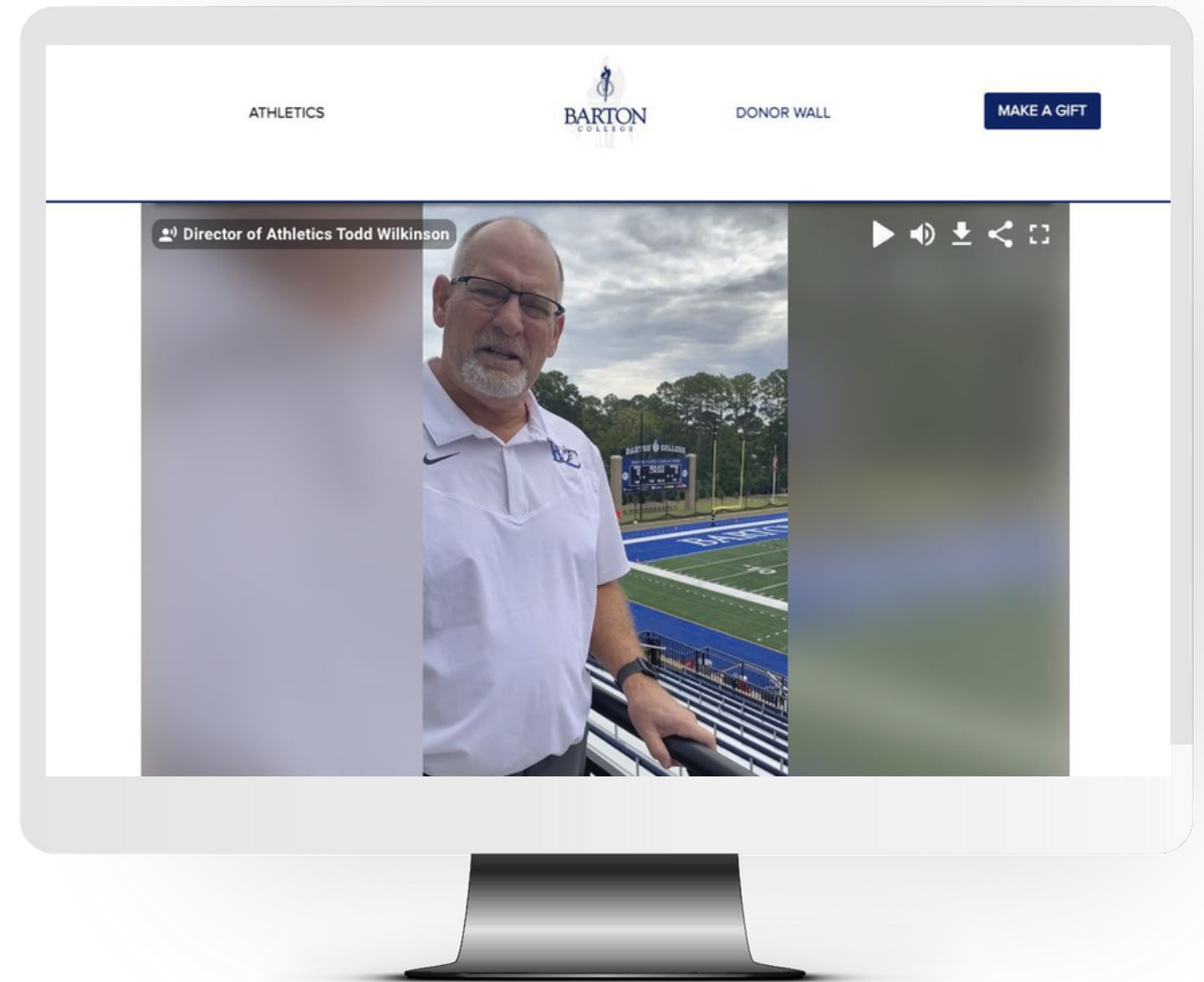


Gratavid & Advance: 4 Strategies to Grow Your EDI in Tuesday, January 19, 2021

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# Examples

[Barton College](#)

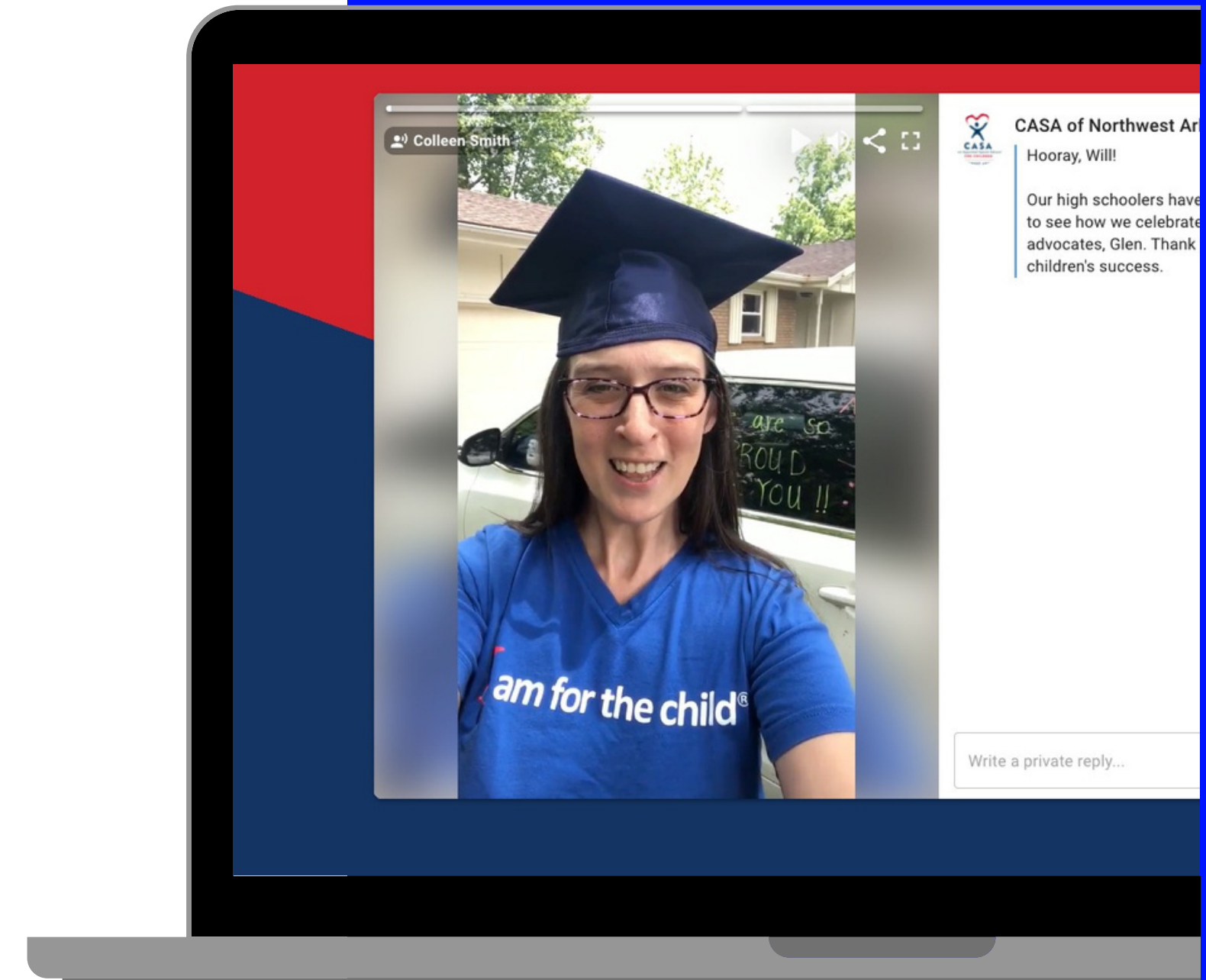


# CREATING A PERSONALIZED JOURNEY

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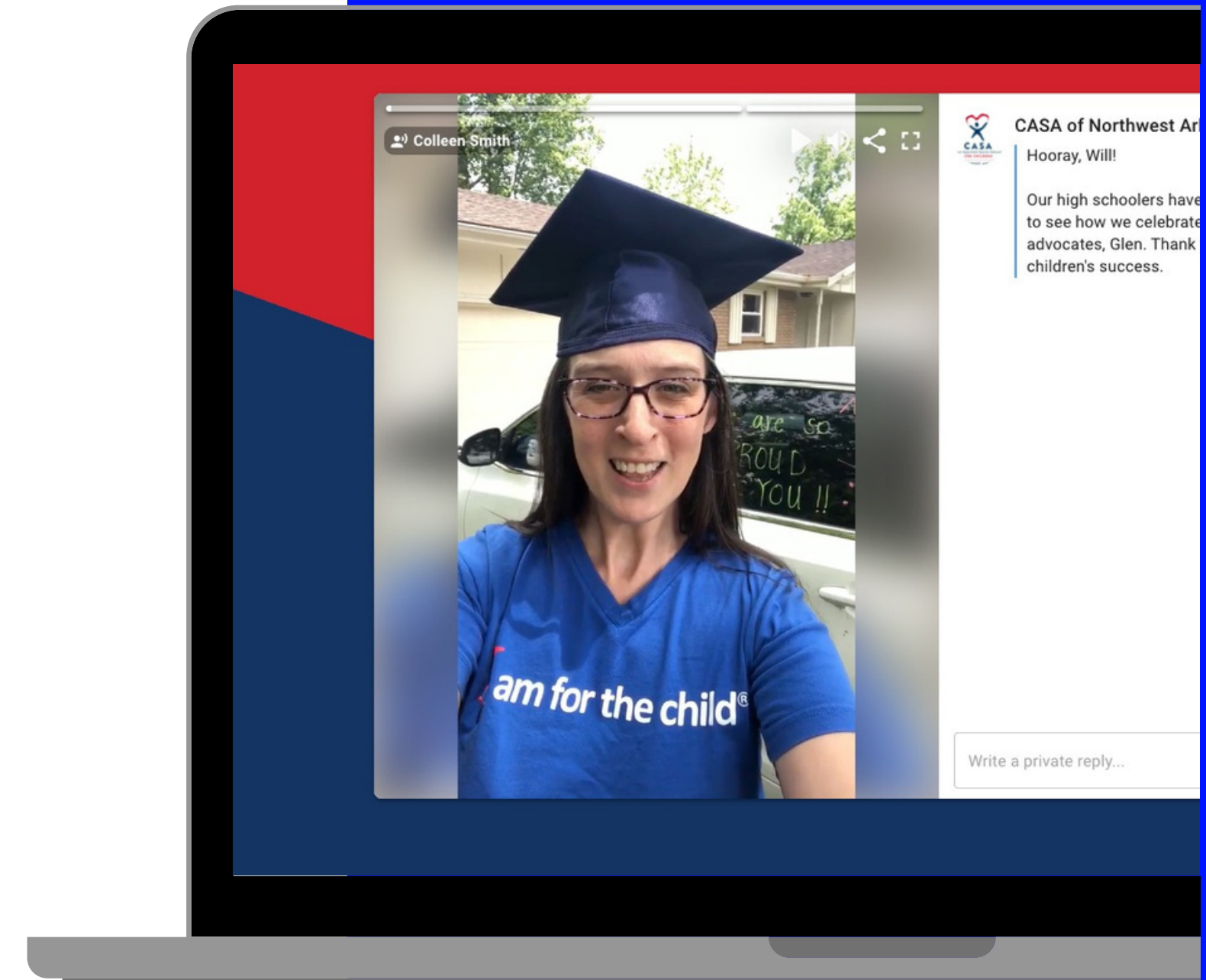
# Personalized Approach

- ✔ Start sending giving day reminders now
- ✔ Segment
- ✔ Share previous year impact
- ✔ Be specific with what this year's ask will fund
- ✔ Recruit peer to peer fundraisers with personalized video appeals
- ✔ Utilize leadership, board members, clients, students, and celebrities



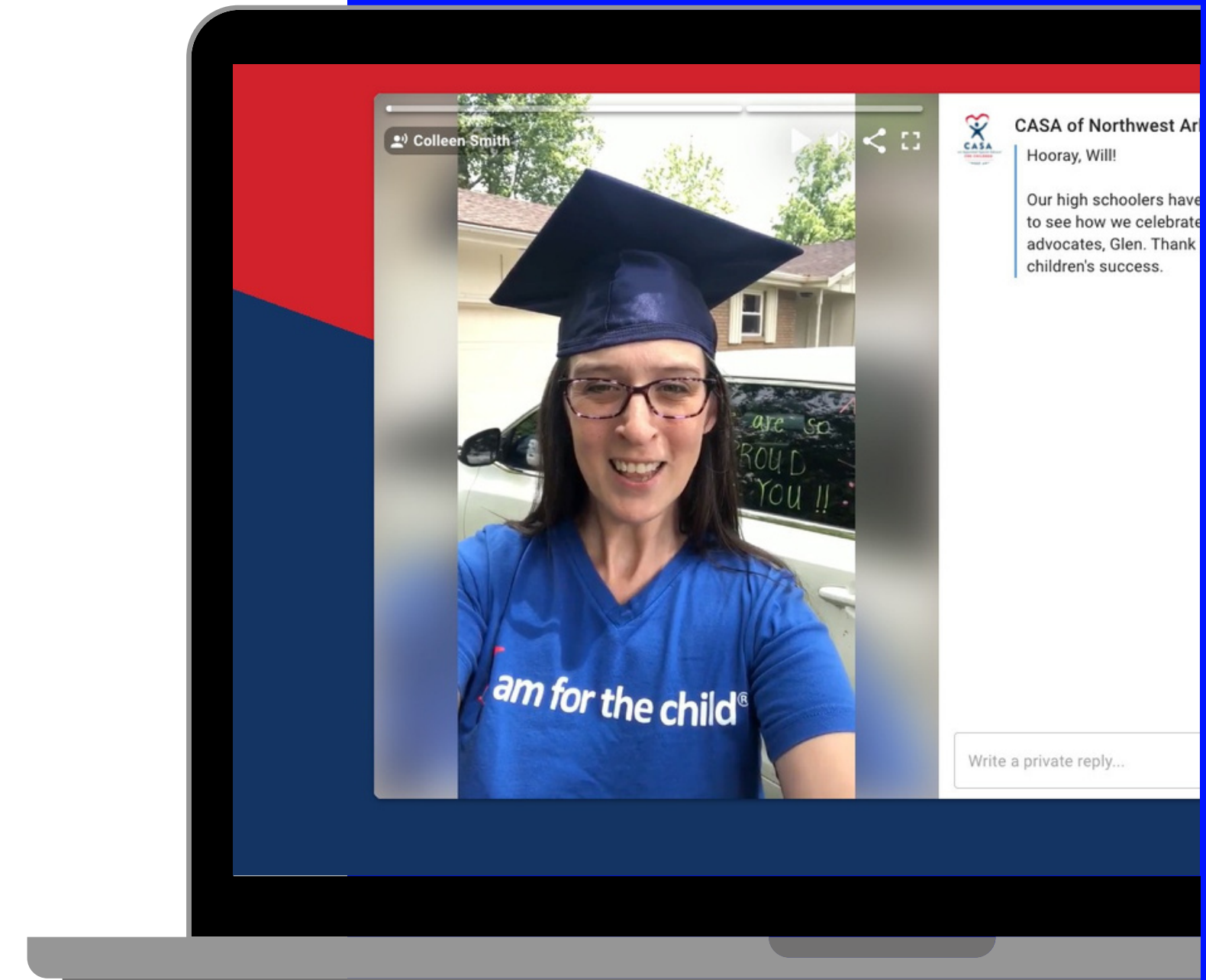
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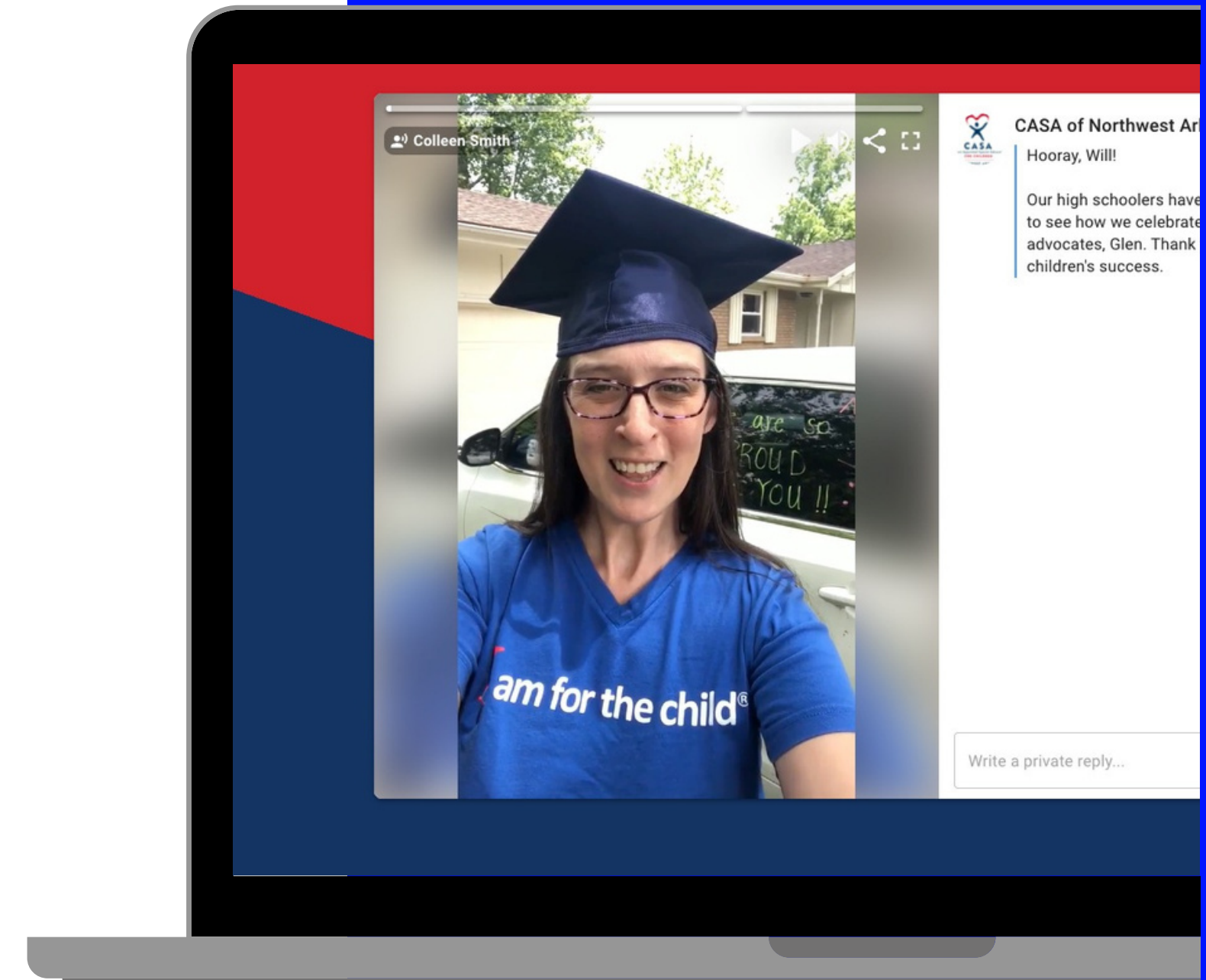
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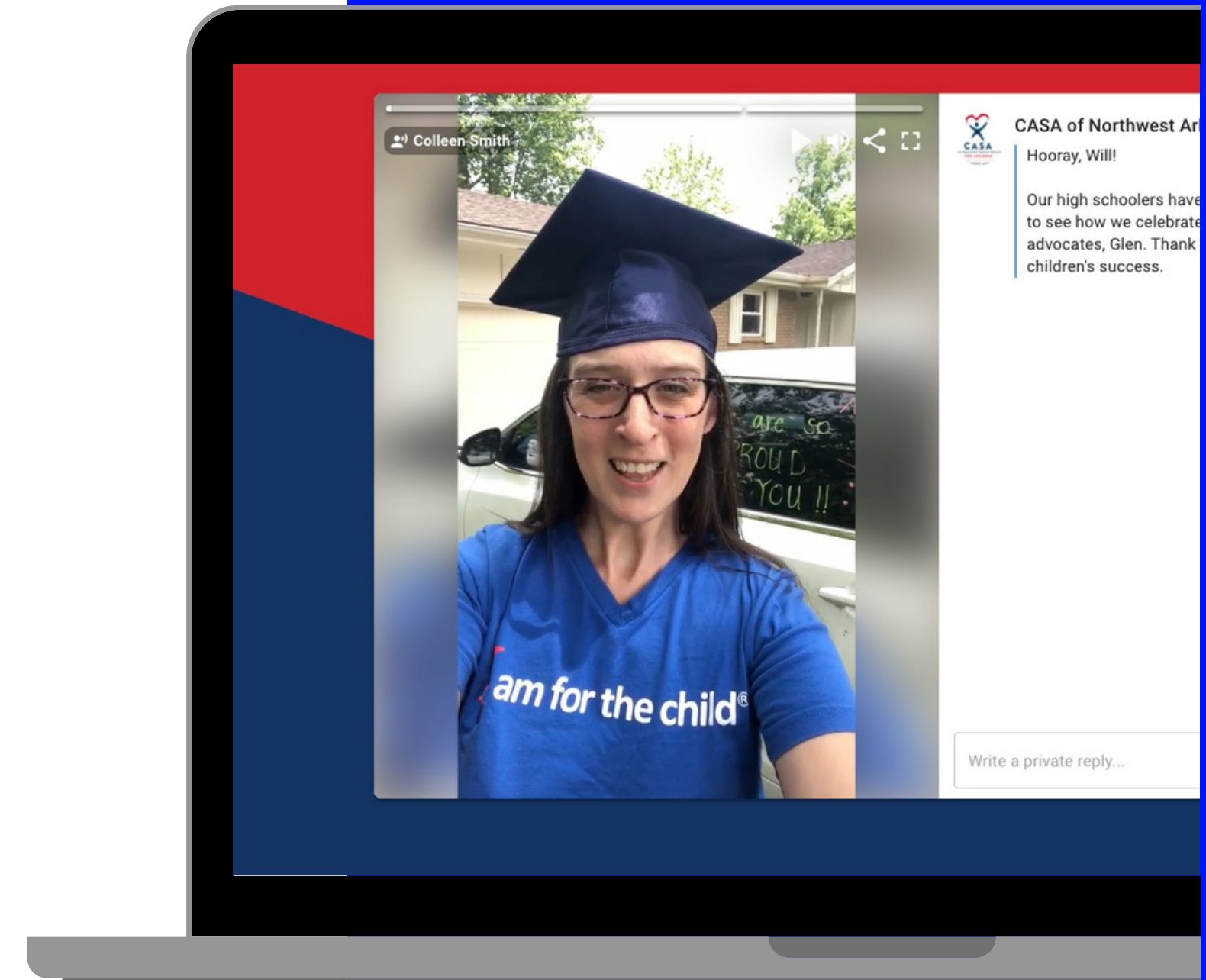
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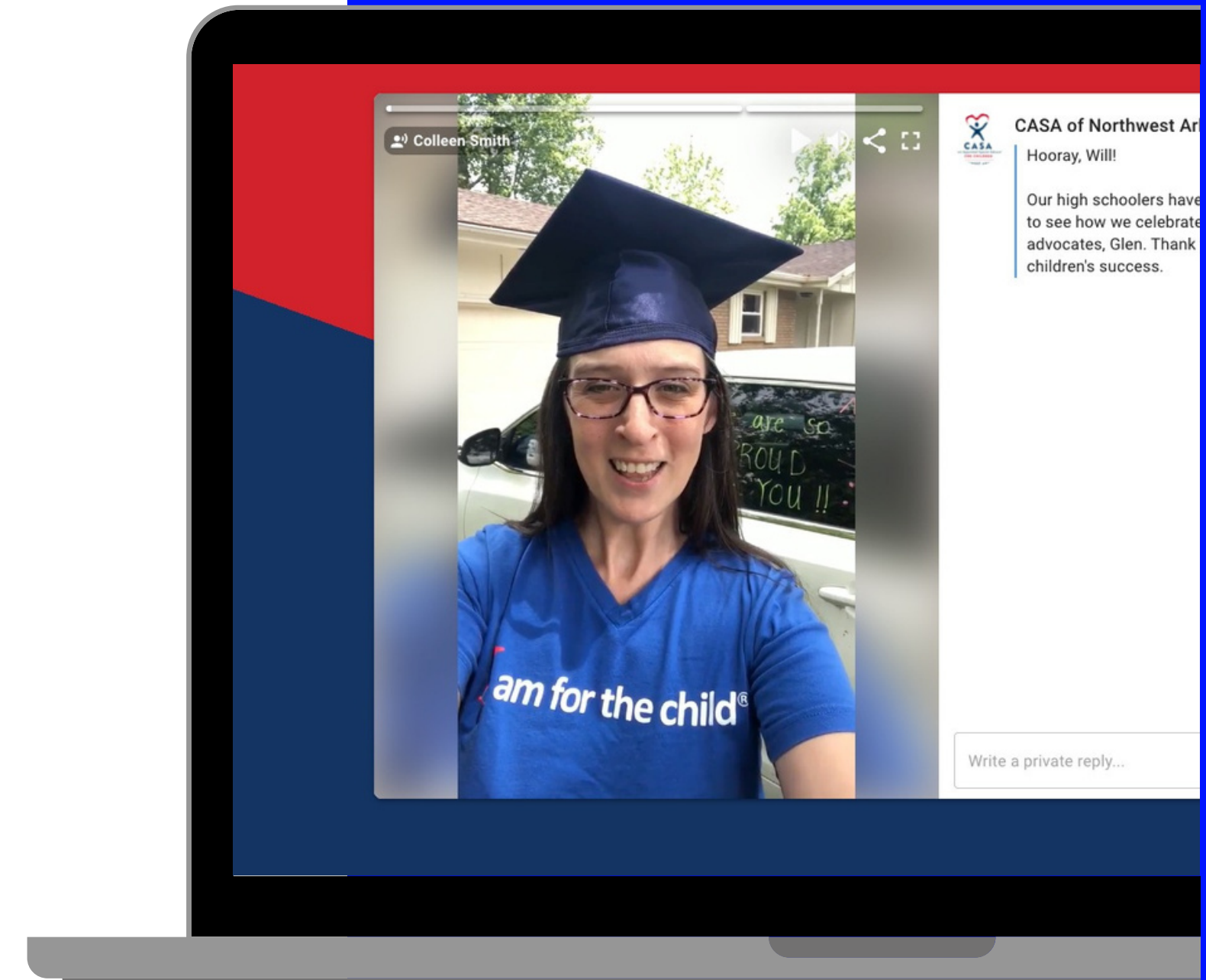
44% would give 10% more, and 62% of Millennials would give more if their communication was personalized

*CharityDigital - Why personalisation is the key to successful digital fundraising*

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THE THANK YOU IS AN  
**OPPORTUNITY**



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# 93%

**would definitely or probably give  
again to a charity that provided  
a prompt and personal thank you**





**Dr. Jen Shang's research shows:**

**donors pay the most  
attention to the thank  
you communication.**



Source: The Build Good Podcast

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*"Thanking is not about the past, it's about the future."*

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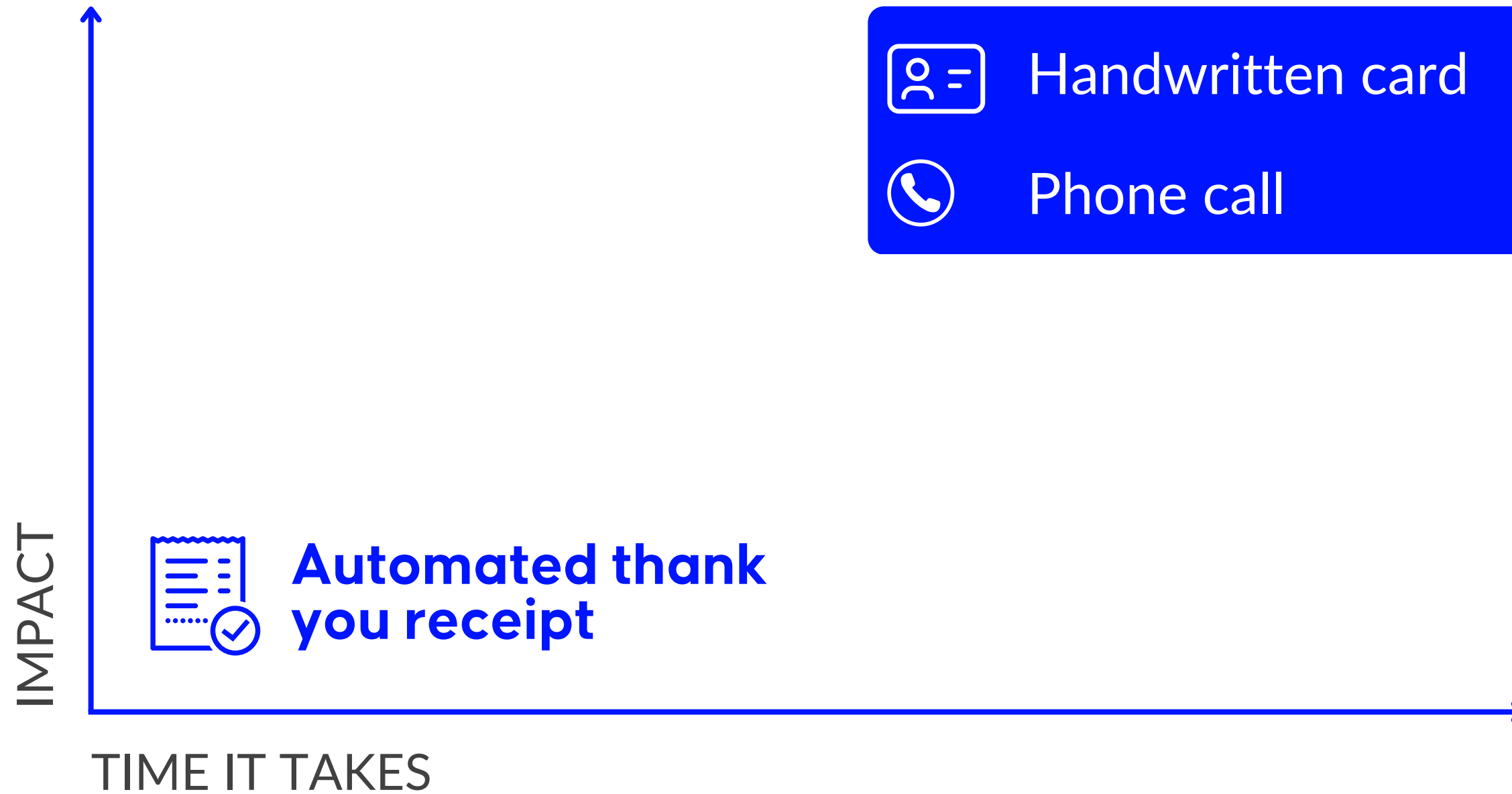
JOHN HAYDON



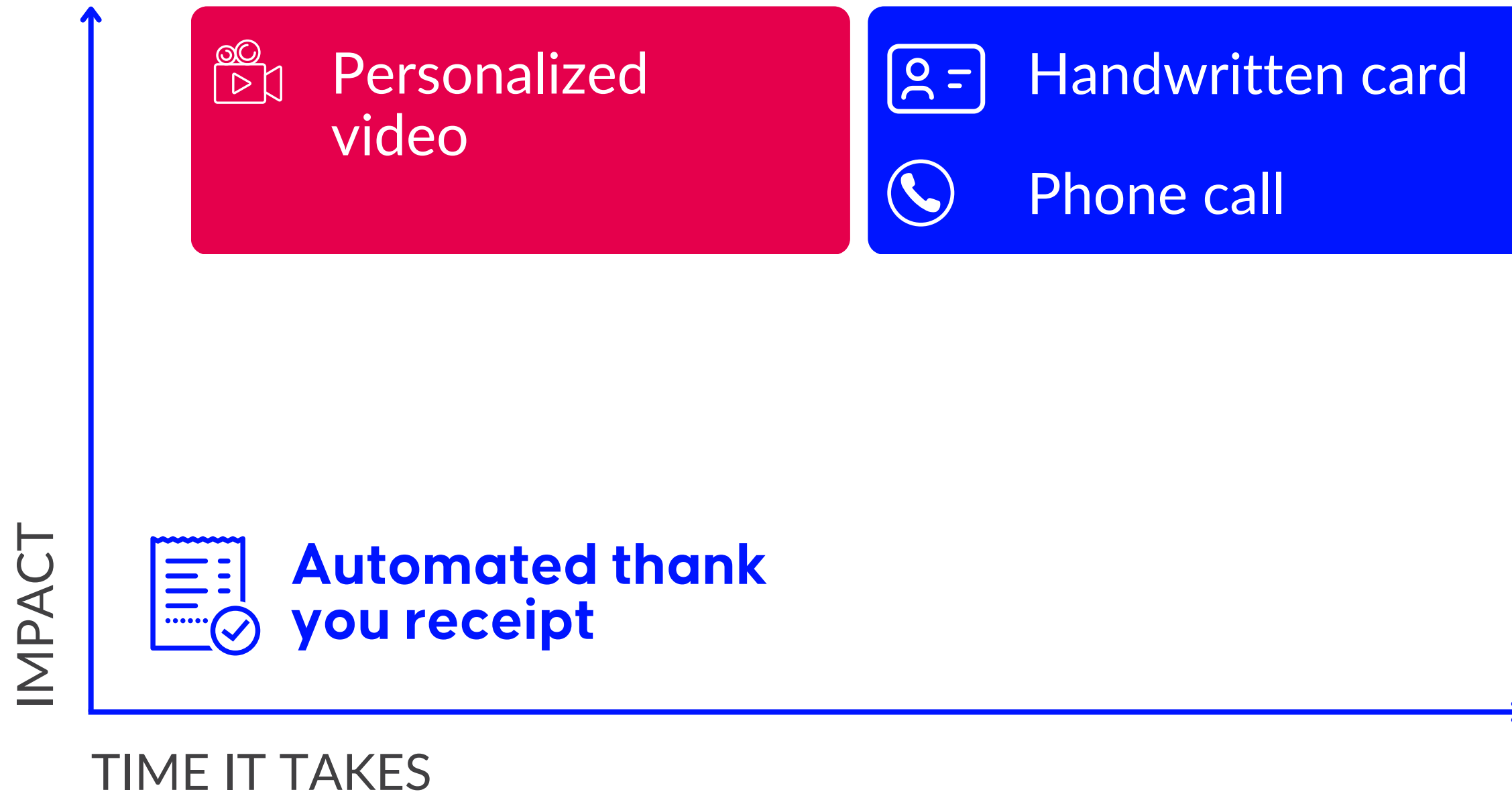
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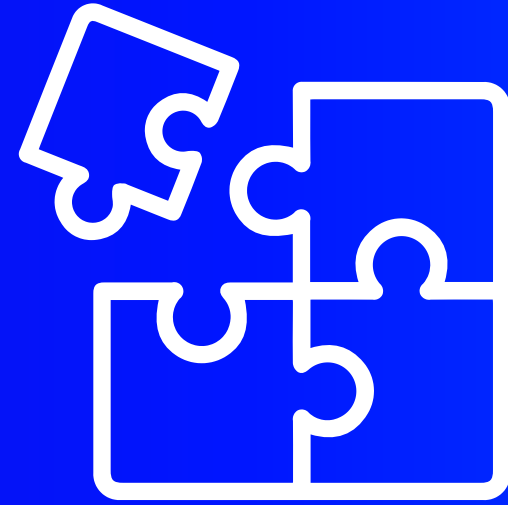


# THANK YOU OPTIONS

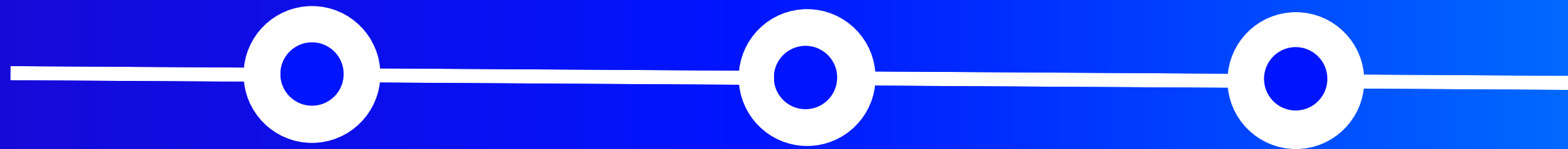


# THANK YOU OPTIONS





# In conclusion



Get started now

Automate the  
thank you process

Tell your story  
with video





Thank you.

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# Q&A

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# THANK YOU

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