

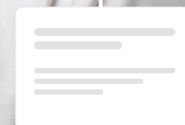
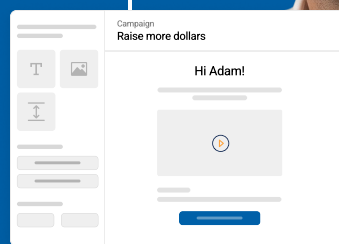
GIVECAMPUS

GC Outreach

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

Generate Email

Generate Text



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



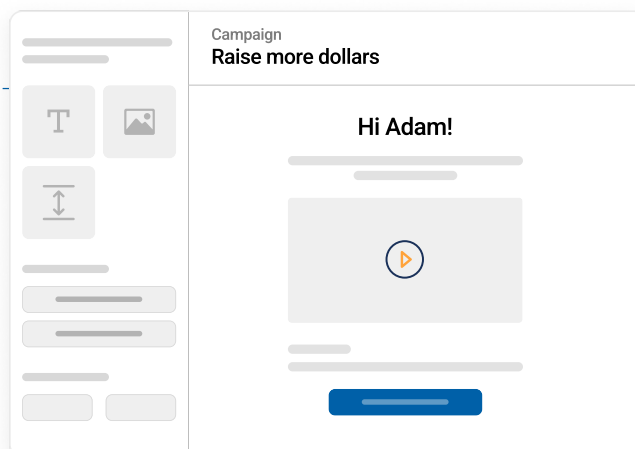
Generate with AI



Start from scratch



Use template



info@givecampus.com



go.givecampus.com

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.

The interface is titled "Tell us about the kind of messaging you'd like to generate." It is divided into two main sections. The left section, "Outreach Type", has buttons for "Invitation", "New Appeal" (highlighted in orange), "Thank You", and "Update". Below it, "Target Audience" has buttons for "LYBUNT" (highlighted in orange), "Alumni", "Parent", and "Student". The right section, "How will you be communicating with your constituent(s)?", has buttons for "Email" and "Texting". Below that, "Message Tone" has buttons for "Formal", "Casual" (highlighted in orange), "Friendly" (highlighted in orange), "Serious", and "Funny". At the bottom right is a large blue button with a lightning bolt icon and the text "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.

[< Segmentations](#)

Reunion LYBUNTS Static

Static

Create a series of conditional statements to create your segments. Conditionals are statements that evaluate to true or false. They can be used to filter constituents based on specific criteria. Groups of conditionals allow you to combine multiple conditions using logical operators (AND, OR) to create more complex segmentation rules.

Details **Conditions** Segment List

The interface shows a list of conditions under the "Conditions" tab. A dropdown menu on the left is set to "AND". The conditions are: "Have registered for Reunion", "Have a computed donor status of Lybunt", "Be from the class of 1990, 1995, 2000, 2005, 2010, 2015, 2020", and "Not have given to Reunion Giving Form". Each condition has a trash icon to its right. At the bottom are two buttons: "Add Inner Group" and "Add Condition".



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

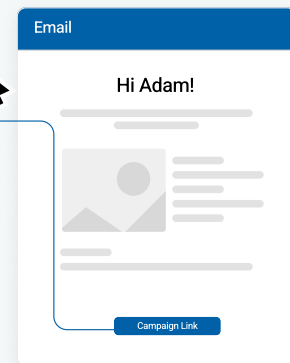
Recipients	
Colleen	colleen@gmail.com
Soham	Soham@gmail.com
Victoria	Victoria@gmail.com
Arlene	Arlene@gmail.com
<input checked="" type="checkbox"/> Exclude donors who have donated online	
Aubrey	Aubrey@gmail.com

Select campaign

Use personalized link

Auto-fill link

Unique tracking 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 <small>Choose your plan according to your institution's needs.</small>	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	100K/day
Texting: total messages included		10K	25K
AI Content Generation	✓	✓	✓
Smart Segments	✓	✓	✓
Create and insert GC Videos		✓	✓

