

La Salle University's VEO Uncovers Major Gift Capacity with a \$100,000 Planned Gift

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The \$100,000 gift from John's portfolio wasn't something we saw coming. This is a huge milestone for La Salle and speaks to how Autonomous Fundraising can truly expand capacity for advancement teams.

The Challenge: Capacity Constraints Leave Major Gift Potential Buried

La Salle University faces the same structural challenge as advancement teams nationwide: too many donors and not enough frontline fundraisers. With a team of 4½ frontline fundraisers, La Salle simply couldn't build the sustained, attentive relationships needed to engage donors at a meaningful level that drives revenue.

The cost of that capacity gap isn't just lapsed donors, but all the unmanaged donors with major gift capacity. They are in the database, but have never given at a level that triggered a rating or flagged their interest in major giving. They're present but invisible without personal cultivation. And for La Salle, this was critical as they prepared for their next campaign.

The Solution: Autonomous Fundraising

La Salle's leadership saw an opportunity for Autonomous Fundraising to engage an additional 1,000 donors through traditional moves management with their Virtual Engagement Officer (VEO), John.

John's portfolio was comprised of LYBUNT donors with a goal to recapture lapsed donors, upgrade loyal donors, and cultivate the pipeline. Just like a traditional frontline fundraiser, John is measured on revenue generated and pipeline impact.

The Moment That Changed the Conversation

Among the donors in John's portfolio was an alumnus who had lapsed in the past two years, who had been screened as having capacity, but had never been actively managed.

Like any frontline fundraiser beginning a new portfolio, John introduced himself, shared relevant news and updates from La Salle, responded to questions, and built trust over a series of meaningful touchpoints.

And then, this donor made a \$100,000 planned gift — the largest single gift to date from a VEO portfolio. This gift didn't surface because someone already knew it was coming. It surfaced because a relationship was built where one never existed before.

Results: Revenue, Retention, and a Redefined Ceiling

John's work signals what autonomous AI can truly accomplish for advancement teams. With the **\$100,000 planned gift**, La Salle now has direct evidence that their VEO is moving lapsed and loyal donors toward annual fund outcomes, and is building the kind of deep, trusted relationships that surface major gift capacity.

Beyond the planned gift, John's portfolio demonstrates consistent performance across the board. **On La Salle's Giving Day, John's portfolio contributed \$31,685**, a result Graham attributes directly to the relationship groundwork John laid in the months prior. And **\$18,000 has come specifically from lapsed and upgraded donors**, who came back into the fold through John's sustained re-engagement.

This success reflects what year-round autonomous moves management can provide.



Graham Smialowski

Assistant Vice President, Development



VEO Portfolio

Managing 1,000 Rated Prospects

Portfolio: 1,145

Profile: Lapsed & Loyal Donors

Objectives:

- Recapture Lapsed Donors
- Upgrade Loyal Donors
- Cultivate the Pipeline

VEO Results

with 1 year of Autonomous Fundraising

\$100,000
planned gift

\$18,000
in net new revenue

\$31,685
raised by VEO on Giving Day