

Did A Capture Partner Identify A Potential \$1 Million+ in Unmanaged Prospects ... In the First Month?

In a word ... yes.

In the first 30 days of using Capture's marketing automation to aid their fundraising and cultivation efforts, advancement officers at a private, liberal arts college in the Midwest are seeing more than a million dollars of new potential.

How?

Using [Capture Behavioral Engagement \(CBE\)](#), Capture's game-changing marketing automation for higher education, the college identified more than **500 alumni and friends** visiting the college's website. Of those visitors, more than a third were previously unassigned to a major gift officer and fall into leadership or major giving segments.

Matching these previously unassigned prospects to individual capacity scores, the potential value of prioritizing these recently identified, active high-capacity prospects is more than \$1 million.

- **Number of Alumni Identified:** Over 500
- **Total Leadership & Major Gift Prospects:** Over 60%
- **Number Currently Assigned Gift Officer:** 25%
- **Number Not Assigned Gift Officer (Unmanaged):** Over 33%
- **Potential Value of Unmanaged, Leadership & Major Gift Prospects:** Over \$1 million

How were they identified?

Through Capture's unique integration in the college's outbound emails, allowing the marketing automation strategy to tie in easily with the university's existing e-communications. Plugging CBE into the existing email campaign required no additions to the solicitation calendar. But the added data points and insight CBE provides makes the partner's advancement team more effective at prioritizing active alumni and developing meaningful relationships.

So what's next?

Thanks to CBE, the institution not only knows which leadership and major gift prospects are active, but it also knows individual points of affinity for each alumnus. By identifying these key stakeholders online, the institution is taking the next step to focus resources on the most engaged alumni and put donor interests at the heart of its communications.