GivePrism

Predictive Analytics and Generative AI for Higher Education Advancement

GivePrism is a deep analytics and Generative AI (GenAI) -driven solution that pairs CRM data with Deloitte's proprietary Prism™ data to develop and execute actionable engagement strategies.

What GivePrism helps with:

- Prospect Research
- Operations & Stewardship
- Major Gifts
- Annual Fund & Alumni Relations

Solve *Key Challenges* by:

OUT-OF-NETWORK IDENTIFICATION
Bridging the gap between prospective donors outside your donor population.

INTEREST-BASED CULTIVATION
Providing prospect-specific insights to allow for personalized cultivation and solicitation strategy.
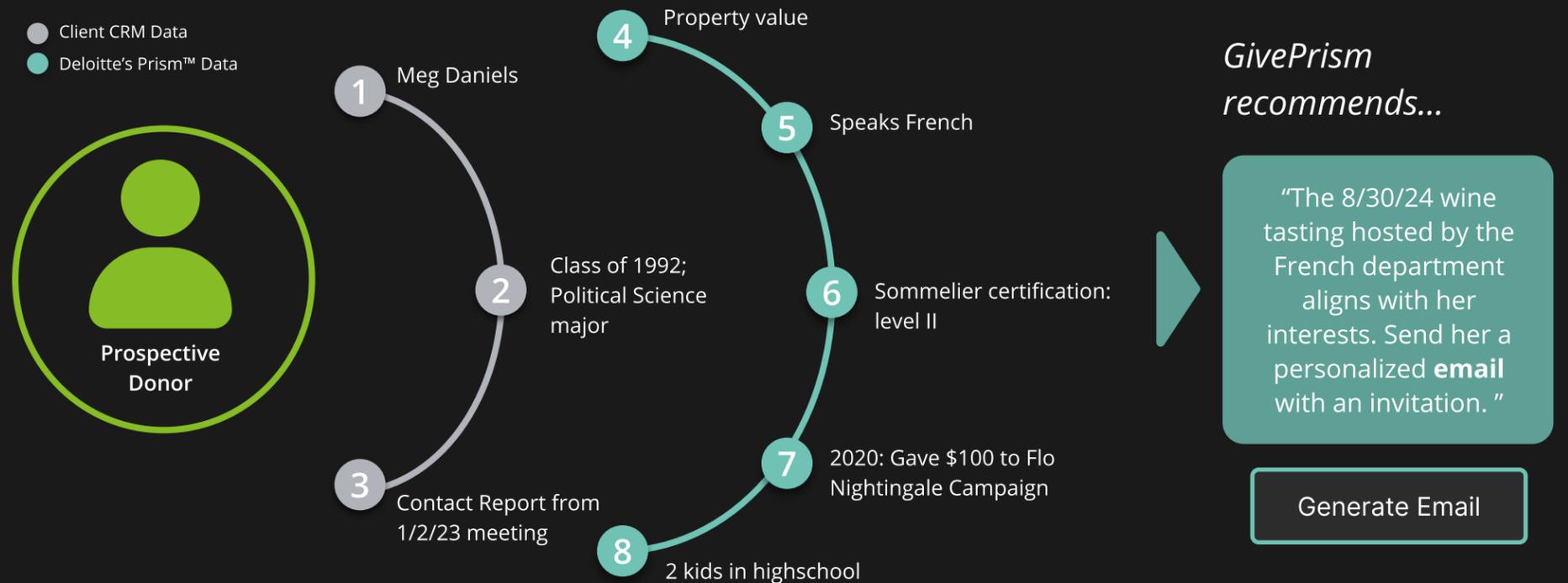
AUTOMATION THROUGH GENAI
Reducing workload by automating tasks and generating personalized content.

GivePrism in Action with Deloitte's Prism™ Data

With Deloitte's Prism data providing unique and compelling insights into millions of U.S adults, GivePrism is able to give you a holistic view of your donor population and generate actionable engagement recommendations.

- Client CRM Data
- Deloitte's Prism™ Data

Prospective Donor

1. Meg Daniels
2. Class of 1992; Political Science major
3. Contact Report from 1/2/23 meeting
4. Property value
5. Speaks French
6. Sommelier certification: level II
7. 2020: Gave $100 to Flo Nightingale Campaign
8. 2 kids in highschool

GivePrism recommends...

"The 8/30/24 wine tasting hosted by the French department aligns with her interests. Send her a personalized **email** with an invitation."

[Generate Email]

What Makes GivePrism Different?

Security

Trusted with data from government agencies and Fortune 500 companies, Deloitte offers industry-leading security, protecting confidential and personal information.

Trustworthy AI

Secure Artificial Intelligence trained to recognize essential giving behaviors, generate content, and automate tasks.

On Demand Support

Team of industry and technology leaders to train your staff in understanding how to best use available capabilities.

Interested in learning more?
Reach out to ccampion@deloitte.com

Deloitte.