

The logo for the Bill & Melinda Gates Foundation, featuring the text "BILL & MELINDA GATES foundation" in a serif font, with "GATES foundation" in a smaller, italicized font, all set against a dark red rectangular background.

BILL & MELINDA
GATES *foundation*

The Bill & Melinda Gates Foundation transforms its donor experience with Summery's AI-powered apps.

Client Challenge

In a fundraising environment beset with global crises, Gates Philanthropy Partners endeavored to better understand its donors' philanthropic values to more quickly respond to their needs. In addition, the foundation sought to deepen its relationship with donors in a way that celebrates and supports a culture of giving.

Why Summery

Summery's AI-driven apps are based on a proprietary 3,000-word dictionary of philanthropic values developed by our team of behavioral, cognitive, data and computer scientists and tested in more than 40 countries. By leveraging machine learning and Natural Language Processing (NLP), Summery offers the only 100% online, open-sourced donor engagement option.

Deployment Plan

Within a short 6-week timeframe, Summery designed a custom-built quiz for Gates Philanthropy Partners called GoGates, which not only assessed each individual's philanthropic values but also matched each person with three engagement opportunities derived from Summery's proprietary database of nearly 10,000 open-sourced activities. These social impact activities included TED Talks, topical articles from the global publication *The Conversation*, and giving opportunities from global nonprofit organizations. Our data analytics team then tracked and monitored quiz participation via weekly reports.

Summery incorporated several special requests in the creation of the GoGates quiz, including:

- Highlighting the Bill & Melinda Gates Foundation programmatic focus and global lens.
- Aligning with the United Nation's Strategic Development Goals classification system.
- Spearheading all GoGates branding, including quiz naming, photo selection, web and email communications, and social media outreach, including Facebook ad campaigns.

Outsized Results

Initial results from the first 3 months show an impressive ROI, highlighting the benefit of embracing innovative technologies to push the envelope of philanthropy:

- GoGates completion rate is 47% vs. the industry average open rate of 17%
- GoGates engagement rate is 35% vs. the industry average click rate of 6%
- 1st and 2nd preferred engagement options are donating opportunities
- Average amount of a GoGates donation is 18% higher than the average online gift
- Initial mailing list more than tripled within 3 months
- Authentic acquisition of highly engaged donor prospects valued at more than \$100,000
- 94% of list expansion due to quiz virality and sharing from GoGates donors with friends and family

Next Steps

While GoGates remains active, Summery data scientists are analyzing the initial data to create a 15-20 page Summery Report. These initial findings will be used to set a baseline in which to measure the impact and performance of future donor engagement programs.

In addition Summery will continue to help build the donor database through social media outreach, by curating highly personalized engagement campaigns, and by creating new initiatives to build the Gates Philanthropy Partners community over the long-term.

Gates Philanthropy Partners is committed to sharing their learnings with the wider philanthropic community. As such, the Summery team is writing several communication pieces highlighting the program's AI-driven model of engagement and best practices in order contribute to the industry's knowledge base.

Client Testimonial

"Gates Philanthropy Partners is excited to provide our partners with highly personalized giving and engagement opportunities through the new GoGates quiz. The quiz sits at the intersection of innovation and personalization, providing our partners with an inspiring, action-driven experience."

—Jennifer Alcorn, Deputy Director, Philanthropic Partnerships, Bill & Melinda Gates Foundation

To learn how we can help you leverage the power of AI to optimize your development program, contact Erin Michelson, Summery Founder & CEO, at erin@summery.ai.