

GATES

*philanthropy
partners*

Gates Philanthropy Partners transforms its donor experience with Summery's AI-powered apps.

Client Challenge

In a fundraising environment beset with global crises, Gates Philanthropy Partners, an affiliate of the Bill & Melinda Gates Foundation, 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.