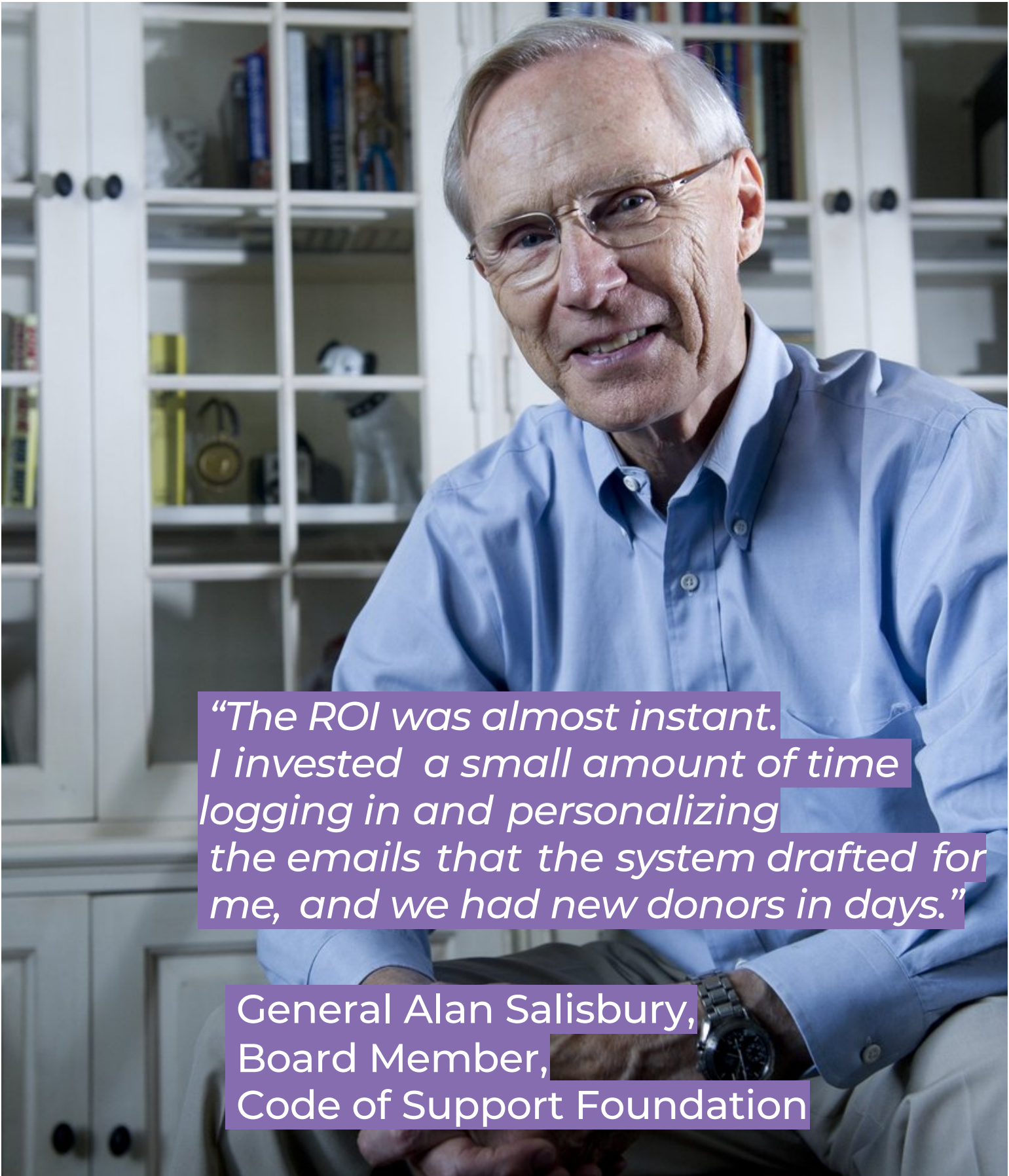Case Study:

Code of Support Foundation

How starting each Monday morning with a cup of coffee and boodleAI emails led to a $10,000 gift

CODE *of*
SUPPORT
FOUNDATION

boodleAI

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"*The ROI was almost instant. I invested a small amount of time logging in and personalizing the emails that the system drafted for me, and we had new donors in days.*"

General Alan Salisbury,
Board Member,
Code of Support Foundation

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Challenge

Establishing the Code of Support Foundation (CoSF) in 2010, General Alan Salisbury has worked hard to grow the foundation into the success it is today. "The Code of Support Foundation provides essential and critical one-on-one assistance to struggling service members, veterans and their families with the most complex needs." As a young organization, Code of Support

Like all non-profits, finding new donors is both costly and timely. That is why the Computer Science PHD from Stanford and former Commanding General of the U.S. Army Information Systems Engineering Command, embraced boodleAI's innovative donor acquisition technology. For over 5 years, General Salisbury had personally raised over $3M from his 8,000+ contacts and thought he had already raised all that he could from his personal network.

Solution

Choosing to lead by example, Alan was the first person to login and upload his contacts into the boodleAI platform.

Result

Alan linked his extensive social network with the platform and watched as boodleAI recommended nearly 400 of his contacts as likely supporters of CoSF.

Within a half hour, Alan used the system to generate ten messages to ten potential donors he never thought about reaching out to before. He personalized each message and pressed send.

By the end of the day, one of the ten contacts he reached out to donated $500 to CoSF.

Delighted by the quick result, Alan decided to start each Monday morning with a cup of coffee and boodleAI emails.

One month later, a $10,000 check was mailed to CoSF from a donor that boodleAI had recommended and that Alan had contacted through the portal.

Although Alan has spent nearly eight years mining his network for donors, his ever growing digital rolodex still had hidden gems to be discovered. Not only did boodleAI's machine learning algorithms prospect on behalf of Alan saving him time and money, the system ultimately earned CoSF new, lifetime donors.

Return on Investment (ROI) for

CODE of SUPPORT FOUNDATION

Investment
3 hours of Board Member time
Seat Cost: $0, (this was a live beta test, typical seat cost is $157.50)

Return
66x Return
$10,500 in new donations
2 new donors

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