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ADVANCEMENT

More Meaningful Outreach, Without Adding Staff

Advancement teams have never had the resources to reach every alum and donor who matters. The math has never worked: declining participation, shifting donor expectations, and rising competition for attention and dollars keep raising the bar, while legacy CRMs and batch-and-blast outreach create distance instead of connection.

The Gap is Structural, Not a Staffing Failure

25,000

alumni are served by one staffer on the national median advancement team.

(VAESE/CASE, 2024)

26.7%

of Advancement messages arrive outside staffed hours — the highest share of any of the three teams benchmarked.

69%

of alumni choose not to donate, often because they believe their contributions lack impact.

(Inside Higher Ed)

Advancement carries the heaviest inbox load of any team Mongoose measured — a median of **2,150 donor contacts**, and as many as **8,359** at the busiest institutions.

When it works, it works well: donor stewardship conversations earn 92.9% appreciation — the highest of any topic, on any team, in the entire report. A simple, personal thank-you, delivered as a real conversation, keeps alumni engaged.

Your team didn't fail. The math never worked. Efficiency — not more hires — is the lever that's still available.

Source: Mongoose 2026 Benchmark Report — State of Engagement in Higher Ed, 4-Year Institutions, 117 Advancement teams

What Mongoose Is

Mongoose is the engagement platform more than 1,000 higher-ed institutions trust to reach every constituent. At the core are real, two-way conversations across **Text**, **WhatsApp**, and **Web Chat**. Mongoose extends those conversations with AI Agents that take action, and sits above your CRM or advancement database — Salesforce, Blackbaud Raiser's Edge NXT, Ellucian Advance, Workday, and more — maximizing it rather than replacing it.

How It Helps Advancement Teams

Build Deeper Relationships

Deliver timely, tailored messages that reflect individual interests, giving history, and engagement preferences, instead of one-size-fits-all blasts.

Engage Across Channels

Reach alumni and donors on the platforms they actually use. The Inbox Assistant handles routine questions so your team can focus on the relationships that need a personal touch.

Simplify Giving Campaigns

Mobile-friendly donation links, automated reminders, and targeted outreach make contributing easy and inspire greater participation.

See What's Moving Donors

Sentiment, emotional tone, and trending topics give your team outcome visibility — so you prioritize follow-ups and spot giving signals instead of guessing who to reach out to next.

What's Included

TEXT, WHATSAPP & WEB CHAT

- **Smart Messages** to trigger personalized follow-ups based on donor behavior
- **Segments** to group donors by giving potential, affinity, or campaign
- **Personal and Shared Inboxes** for one-to-one outreach and team collaboration
- **Tagging** to track giving history and affinity for targeted outreach
- **Campaigns** to measure engagement and outcomes across initiatives
- **AI-Suggested Replies** to save time on donor messages without losing your voice

OUTCOME VISIBILITY

- **Sentiment Meter and Emotional Breakout to measure and understand donor tone and intent**
- **Conversation Resolution** and **Trending Topics** to see what needs follow-up and what donors are asking about
- **Growth Graph, Time Saved,** and **Industry Benchmarks** to track impact over time

AI AGENTS

- **Inbox Assistant** *(available now)* — answers routine alumni and donor questions around the clock, with a clear handoff to staff when needed
- **Outcome Agents** *(in development)* — purpose-built AI agents designed to proactively drive advancement outcomes, with more categories expected over time

Proven in the Field

- **60% text-to-donation response rate** — University of Georgia.
- **300% increase in Giving Day contributions** — Brenau University.
- **170% increase in alumni engagement** — Carnegie Mellon University.
- **50% increase in alumni event attendance** — Saint Joseph's Collegiate Institute. Read the case study
- **$32,258 raised from 121 donors after a single text** — Yale University's Alumni Fund team; 71 gifts totaling $19,926 came in within the first 24 hours.

"The ability to personalize messages has helped us build stronger connections with our alumni community."
— Emily Reid, Director of Alumni Engagement at Brenau University. Read the case study

"Even when our team is offline, Mongoose is still working for us."
— Meagen Fekos, Senior Director, Advancement Communications & Marketing at Carnegie Mellon University.
Read the case study

"Texting with Mongoose makes it feel like there's a real person on the other end. That's important when you're asking people to give or attend something."
Amanda Dowdle, Director of Annual Campaigns and Development Officer at Presbyterian College
Read the case study

Every Conversation Matters

Mongoose helps your team turn every alumni touchpoint and donor ask into a real conversation — one that builds trust and inspires lasting support, at a scale your staff alone can't reach.

Book a 30-Minute Demo

Get the 2026 State of Engagement in Higher Ed Benchmark Report

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For higher-ed institutions that must engage more students than they can ever reach by hiring, Mongoose is the AI Engagement Platform that runs two-way student conversations across text, WhatsApp, and web chat, and extends them with AI Agents that take action. Unlike a CRM, which stores records, Mongoose is where student relationships get built and moved forward, with humans always in control.

More than 1,000 higher-ed institutions, from community colleges to large public universities, use Mongoose to raise enrollment, retention, and the student experience without growing staff. Mongoose sits above the institution's CRM and SIS as the engagement layer, connecting to the systems institutions already run rather than replacing them.