

GivePrism™

Predictive Analytics & Agentic AI for Alumni Engagement

GivePrism is an Agentic AI-driven solution that pairs CRM data with Deloitte's proprietary behavioral data to help institutions better understand and engage their prospective donors at an individual level.

What GivePrism helps with:

- Prospect Research
- Development Teams
- Annual Fund
- Alumni Relations

Solve Key Challenges by:



Individualizing your Alumni Populations

Glean deep insights about each of your prospects through individual-level datapoints.



Cultivating a Pipeline

Discover high-potential, mass market prospects and lead them to leadership and major giving levels.



Updating Contact Information

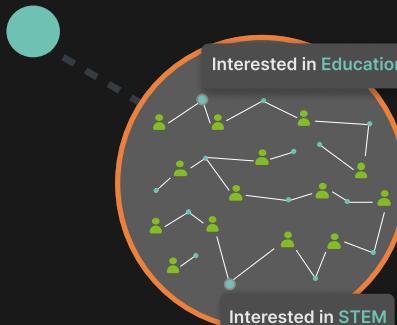
Get up-to-date emails, phone numbers and addresses to feel confident in your outreach.

GivePrism Makes Engagement Simple, Personalized, & Actionable

With Deloitte's data providing unique and compelling insights into millions of U.S adults, GivePrism provides a holistic view of your donor population, helping you create opportunities for meaningful and impactful engagement.

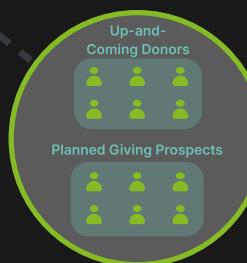
1. Deep Insights

Get individual-level interest data



2. Smart Segmentation

Slice and dice your population to create targeted outreach



3. Individualized Outreach

Craft the perfect campaigns and appeals



What Makes GivePrism Different?



Secured & Trustworthy

Trusted by the largest government agencies and Fortune 500 companies, Deloitte has built GivePrism to safeguard confidential and personal information, including our secure generative and Agentic AI features.



Affinity & Interest Data

GivePrism provides insight into your prospects' motivations and passions by providing data on lifestyle and interests, allowing you to connect them to opportunities for impact based on their strongest affinities.



On Demand Support

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