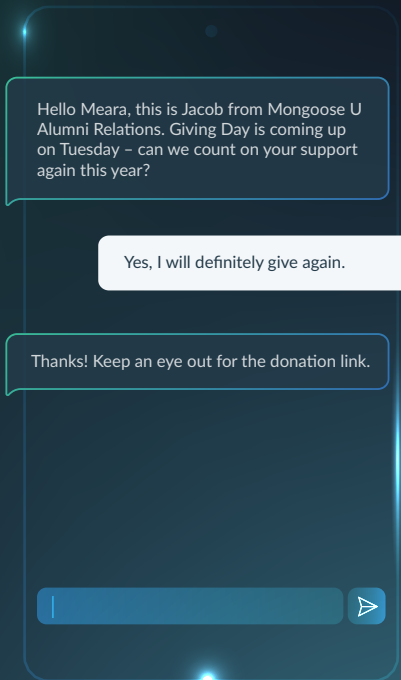


Build Lifelong Connections with Conversation Intelligence

Empower Advancement Teams to Strengthen Alumni and Donor Relationships

Higher education institutions face growing challenges in building and sustaining meaningful relationships with alumni and donors. Declining participation rates, shifting donor preferences, and increased competition from non-profits have reshaped the advancement landscape. Legacy tools and siloed data systems fail to meet alumni and donor expectations for personalized, digital-first engagement, leading to missed giving opportunities, diminished participation, and eroded trust.

Mongoose's Conversation Intelligence Platform (CIP) transforms advancement engagement by enabling institutions to foster multi-channel, personalized conversations that strengthen connections and inspire lasting support.



69%

of alumni choose not to donate, often because they believed their contributions lacked impact

(Inside Higher Ed)

2.5%

decrease in individual giving to US institutions.

(Case)

14%

of Giving Day donations are made through texting

(Mongoose/RNL)

25X

higher response rates achieved through multi-channel donor engagement across 3+ platforms.

(RNL)

What is Mongoose?

Mongoose is the pioneering Conversation Intelligence Platform designed to redefine engagement in higher education. By turning unstructured conversational data into actionable insights, Mongoose helps advancement teams to strengthen relationships, simplify giving, and inspire lasting support. It empowers teams to:



Anticipate Needs

Leverage conversational data to uncover alumni and donor priorities and drive impactful engagement strategies.



Build Trust

Deliver empathetic, personalized communications that resonate with alumni and donors throughout their journey.



Engage at Scale

Facilitate consistent, compliant outreach across text, chat, and WhatsApp to meet audiences where they are.

The Mongoose Advantage

Mongoose's CIP offers advancement teams the tools that make every alumni and donor interaction impactful, relevant, and easy to scale. As a leader in higher education engagement, Mongoose helps institutions connect authentically, optimize giving campaigns, and strengthen lifelong loyalty.

SOLUTION BENEFITS

Strengthening Advancement Teams Through Conversation Intelligence



Foster Deeper Relationships with Alumni and Donors

Deliver timely, tailored messages that reflect individual interests, giving history, and engagement preferences. Mongoose empowers institutions to build trust through thoughtful, relevant communication.



Enhance Donor Engagement Across Channels

Use text, chat, and WhatsApp to connect with alumni and donors on the platforms they prefer, fostering stronger relationships and improving giving outcomes.



Simplify Fundraising Campaigns

Streamline the giving process with mobile-friendly donation links, automated reminders, and targeted outreach. Mongoose makes contributing easy, inspiring greater participation and ongoing support.



Leverage Data-Driven Insights for Smarter Engagement

Analyze donor behaviors, topics, and emotions to refine messaging strategies and optimize campaigns. Mongoose equips advancement teams with the insights needed to achieve measurable results.

SOLUTION FEATURES

Key Features Driving Advancement Success

✓ Multi-Channel Communication

Engage alumni and donors seamlessly across text, chat, and WhatsApp to ensure impactful, real-time conversations.

✓ AI-Driven Insights and Automation

Transform conversational data into actionable intelligence. Automate follow-ups, reminders, and donor outreach to save time and maximize engagement.

✓ Real-Time Engagement Tools

Provide instant support with live chat and AI-powered assistants, ensuring donors can get answers and make contributions without delay.

✓ Personalized Messaging

Tailor outreach with dynamic templates and AI-suggested replies that reflect institutional values and donor preferences.

✓ Compliance and Security

Ensure all communications align with institutional and regulatory standards. Mongoose protects sensitive alumni and donor data with robust security measures.



Proven Success You Can Trust

Mongoose has delivered measurable results for advancement teams:

60%

Text-to-Donation Success

The University of Georgia achieved a 60% response rate with an average donation of \$1.8K using Mongoose outreach.

300%

Increase in Giving Day Contributions

Brenau University tripled Giving Day contributions with personalized, multi-channel messaging.

50%

Increase in Event Attendance

Saint Joseph's Collegiate boosted alumni participation through tailored communication strategies.

12%

Reply Rates Building Donor Trust

McLennan Community College achieved this with personalized donation reminders.

\$32,258

Raised Through Texting

Yale University's Alumni Fund team raised \$32,258 from 121 donors after a single text message. Within the first 24 hours, 71 gifts totaling \$19,926 were received.

Conversations That Drive Lifelong Support

Mongoose helps advancement teams foster meaningful, lifelong relationships by enabling personalized, scalable communication.



Insights

Use data to refine outreach and anticipate donor needs.



Empathy

Deliver human-centered communication that strengthens trust.



Relevance

Tailor messaging to align with donor priorities.



Scale

Streamline communication for consistent engagement.



Trust

Maintain compliance with standards while building authentic connections.

Ready to lead the conversation? Transform your advancement strategy with Mongoose today.