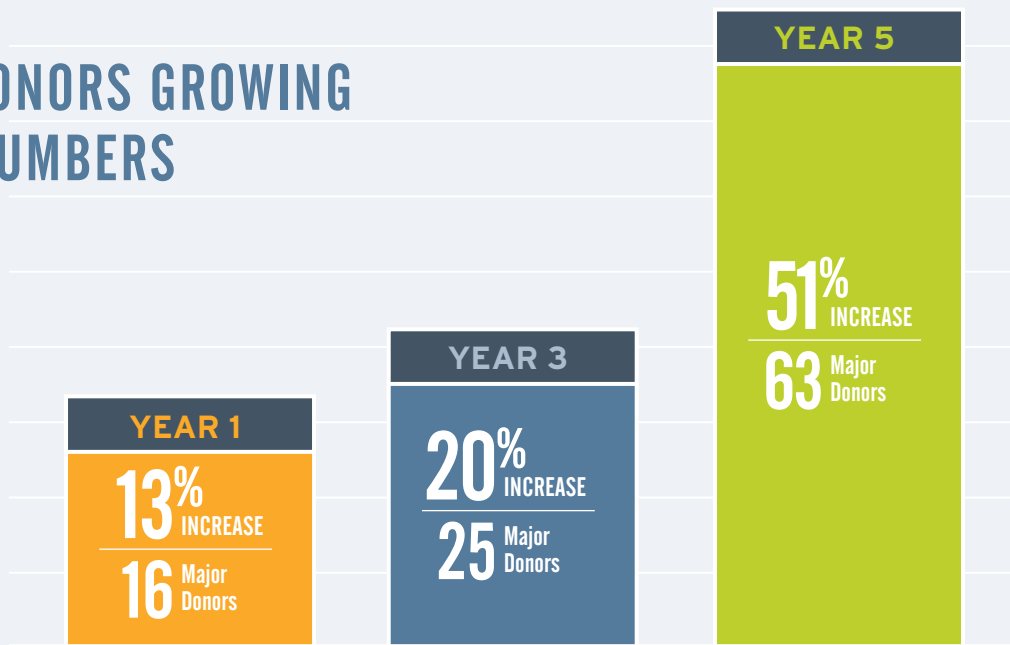


Reeher aims to ensure that advancement organizations can proceed into the future with confidence. So, we studied a group of customers who have been using the Reeher Platform for at least three full fiscal years. We looked at results before and after going live on the Reeher Platform and are delighted with the outcome. And because it's all about **GIVING**, we want to be generous with the **RESULTS...**

**Custom Predictive Models**

## MAJOR DONORS GROWING BY THE NUMBERS

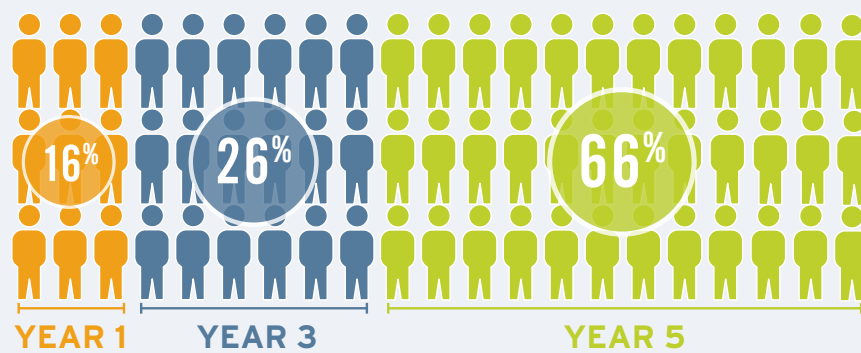
After going live with the Reeher Platform, customers realized an increase in major donors\*.



\* \$25k minimum gift to qualify as a major donor

## MEASURABLE BOOST IN FIRST-TIME MAJOR DONORS

**DID YOU KNOW...**  
On average, **66%** of an institution's best prospects are not assigned to gift officers.



Customers also saw an increase in first-time major donors...



and an increase in thank-you notes followed.

**Tools**

## INCREASED VISIBILITY TO GIFT OFFICER ACTIVITY



The Reeher Platform's

- » Robust tools
- » Ease of use
- » Mobile accessibility

drives gift officer usage...

Visibility to Officer Activity				
	Yr1	Yr2	Yr3	
Visits	30%	43%	46%	▲
First-Time Visits	23%	32%	33%	▲
Contacts	26%	50%	89%	▲



Imagine what visibility to officer activity can drive!

**The Reeher Community Network**

## WANT TO SEE HOW OTHERS HAVE SEEN SUCCESS?

It's the influential combination of predictive models, tools and the growing community of higher ed institutions that makes the Reeher Platform so powerful. That's what produces results.

And aren't results what fundraising is all about?



**WANT TO SEE HOW OTHERS HAVE SEEN SUCCESS?**

Click [here](#) to see results that your team could achieve compared with those from similar institutions.