W&M's autonomous fundraiser, Wren



- First launched June 2024 with a small pilot of board members and a selected group of 30 donors
- Second, official launch December 2024
    - Focused on annual giving prospects that would normally be in our direct marketing efforts.
    - Connect with these donors to get interactions started and then move those prospects up through the donor continuum pipeline
    - VEO (Wren)
        - Portfolio Summary
            - Alumni with gifts in the last 3-7 years below $500
                - Added donors with giving history before OTOD
        - Managing 549 annual giving donors and prospects
            - Since launch, Wren has raised over $110K from nearly 500 donors (600 gifts – recurring gifts included).
                - We saw 480 renew
            - 66% of the portfolio has received 9 or more touchpoints
            - All portfolios (Wren's and Olivia's) have raised over $67K and none are lapsed
            - Lapsed reactivation - $5,000+ from one-year lapsed donors
        - Two-way engagement – 80 unique responders, 50% has made gifts since launch

    - Maternity/MGO departure coverage
        - Theory to use our VEO, Wren, to cover vacancies with portfolios (for us, that was a DGO maternity leave)
        - Moved 457 prospect from DGO to Wren
            - DGO identified who would be good to move
                - She introduced the prospects to Wren
            - Nearly $42K raised
                - Influenced nearly $25K from 44 gifts
            - 76% of the portfolio received 4+ touchpoints throughout the coverage
                - June 2025 – November 2025
- VEO Use Cases
    - Pipeline support – filling a gap where no human exists – Bucknell is doing this in their leadership AG space
        - Renew and increase giving
        - Move towards human handoffs
    - Stewardship – timely updates, maintain active engagement, personalization at scale
    - Annual Giving – focus on 1-year lapsed donors, conversion to recurring giving, recent grads with capacity