CASE STUDY

How starting each Monday morning with a cup of coffee and boodleAI emails led to a $10,000 gift.

Read how the Code of Support Foundation Board Member, General Alan Salisbury, leveraged boodleAI to successfully find new lifetime donors.

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Establishing the Code of Support Foundation (CoSF) in 2010, General Alan Salisbury has worked hard to grow the foundation into the success it is today. Like all non-profits, finding new donors is both costly and timely. That is why the Computer Science PHD from Stanford and former Commanding General of the U.S. Army Information Systems Engineering Command, embraced boodleAI's innovative donor acquisition technology. Choosing to lead by example, Alan was the first person to login to the system and upload his contacts into the boodleAI platform. Below is a breakdown of his experience:

- Alan linked his extensive social network with the platform and watched as boodleAI recommended nearly 400 of his contacts as likely supporters of CoSF.

- Within a half hour, Alan used the system to generate ten messages to ten potential donors he never thought about reaching out to before. He personalized each message and pressed send.

- By the end of the day, one of the ten contacts he reached out to donated $500 to CoSF

- Delighted by the quick result, Alan decided to start each Monday morning with a cup of coffee and boodleAI emails.

- One month later, a $10,000 check was mailed to CoSF from a donor that boodleAI had recommended and that Alan had contacted through the portal.

> " With no upfront costs except the small amount of time I invested logging in and personalizing the emails that the system drafted for me, the ROI is infinite for us. "
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> General Alan Salisbury
> Board Member, Code of Support Foundation

Although Alan has spent nearly eight years mining his network for donors, his ever growing digital rolodex still had hidden gems to be discovered. Not only did boodleAI's machine learning algorithms prospect on behalf of Alan saving him time and money, the system ultimately earned CoSF new, lifetime donors.