



A PROPOSAL FOR ALUMNI, ADVANCEMENT, THE FOUNDATION, MARKETING, ENROLLMENT, AND THE PRESIDENT'S OFFICE

**Every scholarship has a recipient. Every donor
has a reason.**

We can have all of it on the record, in every office's hands.

One story library for the whole campus, collected once and shared by every office. The case for pooling our resources on a single Proofolio account, and what each of us gets back.

Giving is the one revenue line that can still grow, *and it grows on stories.*

APPROPRIATIONS

Flat.

TUITION

**Under pressure
almost everywhere.**

GIFTS

**The line that has
to grow.**

Every advancement shop already knows the stories it should be telling: the first-generation nurse the scholarship carried through, the donor who gave because someone once did the same for her. Those stories are what move the gifts line, and every office in this room has a use for them.

Collecting one story took a crew, a calendar, and a writer, *so we told five a year until they wore out.*

WHAT ONE STORY ON THE RECORD HAS COST US

- ✗ A camera crew, booked and paid for per shoot
- ✗ A calendar of calls someone on staff had to schedule
- ✗ A writer, and edits landing weeks later
- ✗ Each office doing it separately, for its own use

5

stories a year, used until they wore out, while every donor had a reason and every recipient had a story no one recorded.

The will was never the problem. The cost of collecting was, and it kept every office on campus telling the same handful of stories.

One link turns every interview into a finished story, *the same day, with nothing to schedule.*

Proofolio interviews whoever we need to hear from, graduates, scholarship recipients, donors, students, faculty, through a guided conversation with an AI interviewer. Each one comes back as a finished story, filed in one searchable library the day the interview ends. We decide who gets asked and what they're asked, and the content follows.

EVERY INTERVIEW PRODUCES

- ✓ The recording
- ✓ The full transcript
- ✓ Pulled quotes
- ✓ A written case study

WHAT IT ASKS OF OUR STAFF

- ✓ One link invites a whole group
- ✓ Nobody on staff schedules a call
- ✓ We approve every word before anything goes out
- ✓ Consent is captured inside the interview itself

One library,*and every office pulls what it needs from the same shelf.*

GATHERS

Alumni engagement

Invites graduates through one link on the alumni page and fills the shelf for everyone else.

ASKS FROM IT

Advancement

The best scholarship story, a graduate in a particular county, a program a prospect cares about, with link, quote, and video attached.

STEWARDS WITH IT

Foundation and scholarships

Every donor gets a thank-you in the student's own voice, on video, tied to the scholarship they funded.

PUBLISHES FROM IT

Marketing and communications

Magazine features, donor videos, campaign material, each one cleared word by word before it goes out.

LEARNS FROM IT

Enrollment

What nearly stopped graduates from enrolling, what changed for them, and what they'd tell a nervous freshman.

DRAWS ON IT

President's office and board

Board packets, the case to a legislature, and what board members wish the campus understood.

The story you need for a donor is often one another office already found. Collected once, approved once, used everywhere.

Donors hear thanks in the student's own voice, *and gift officers walk in with the story already in hand.*



Every scholarship, thanked on video

Every recipient gets the interview link. Every donor gets a thank-you in the student's own voice, on video, tied to the scholarship they funded: something a gift officer can put in a donor's hands that no letter can. The standalone thank-you tool most shops pay for separately goes away.



Donors tell us why, in their words

Send the link after a gift and ask why. We learn what moved them, who asked, and what they want to see happen. Ask the same of alumni who don't give, and we learn what would change their mind. That's the research the next campaign is missing, gathered from the people we're raising money from.



The next ask, ready before the meeting

A gift officer with a meeting at eleven asks the library for the best scholarship story, or a graduate in a particular county, or a program a prospect cares about. The answer comes back with the link, the quote, and the video already attached. The stories a proposal or a board packet needs exist before we need them.

Marketing publishes, enrollment learns, *and the board packet exists before anyone asks for it.*



Alumni engagement

One link on the alumni page invites every graduate to tell their story the same way. Nobody schedules a call, and each story arrives as an editable draft with the recording and transcript attached.



Marketing and communications

The content follows the interviews: donor stories, campaign material, magazine features, donor videos. Some stories publish, some stay in the library as research, and nothing goes public until the team clears it.



Enrollment

Ask a graduate what they'd tell a nervous freshman. At WGU the library showed that self-doubt, ahead of time or money, nearly stopped graduates from enrolling, and that confidence was the change they named most. Neither was in the marketing.



President's office and board

The stories a board packet or a legislature needs exist before they're needed. Ask a board member what they wish the campus understood, and put the answer on the record in their own voice.

WGU collected more than 100 stories in three months,
against two to four a month by hand.

100+

stories in the first three months of collecting, to share across the university

2-4

a month: what the team could produce by hand before Proofolio

One of America's largest universities invites its graduates to share their story through Proofolio on its own alumni page, in front of its own community. One office collects; the whole university uses the library.

“Every story has multiple quotes pulled out, has a case study written, has a full transcript, has a full video. It’s all there, and it happens almost immediately after an interview’s done. It was a no-brainer to say that is the solution that we need to have [a content library that the whole university can use.](#)”

ROBERT SULLIVAN · SR. DIRECTOR OF ALUMNI ENGAGEMENT, WGU
[FROM THE RECORDED INTERVIEW →](#)

Fifty interviews in, the library told WGU what its marketing had missed:

self-doubt going in, confidence coming out.

Every interview is analyzed against what the institution says about itself, and once a few dozen come in the patterns start talking back. At WGU, after the first fifty or so:

WHAT NEARLY STOPPED THEM FROM ENROLLING

Self-doubt

Named more often than time or money.

THE CHANGE THEY NAMED MOST OFTEN

Confidence

Ahead of the promotion or the raise.

Neither was in the marketing. Add a question about giving, and the library tells advancement the same kind of thing about our donors.

Three steps and one shared account, *and each office keeps its own questions and its own approval.*

01

Sign up

We watch a guided interview run and see the finished story before a single person is invited. The first custom interviewer is live in a day, and we add one for each group we want to hear from: graduates, scholarship recipients, donors, a board.

02

Share the link, however we reach people

The website, an email, the acknowledgment that follows a gift, a text from a gift officer, a table at an event, existing automations. Anyone whose story we want on the record tells it the same way.

03

Publish, or don't

Stories arrive as editable drafts with the recording and transcript attached. The owning team clears each one. Some become a magazine feature or a donor video; some stay in the library as research.



Inside the tools our teams already use. Proofolio connects to Claude and ChatGPT, so writers in any office ask the library questions in plain language, and every answer points back to the interview it came from.

Every plan is the full platform, *and one pooled account starts at \$500 a month.*

Starter

\$500 /month

10 STORIES / MONTH

One cohort at a time. Enough to prove the library before we scale it.

Growth

\$1,000 /month

50 STORIES / MONTH

A full season: a scholarship class, a program, or a campaign. Shared by four offices, \$250 a month each.

Scale

\$2,500 /month

150 STORIES / MONTH

Continuous collection across colleges, programs, and giving cycles. Shared by four offices, \$625 a month each.

ANNUAL BILLING SAVES 10%

The entry plan is \$5,400 a year prepaid, small enough at many institutions to buy without a competitive solicitation. We check our own threshold.

BUILT ON THE DEMO

Larger volumes, multi-campus rollouts, and fiscal-year start dates are worked out on the demo call, so a pooled account can start when our budgets do.

FOR COMPARISON

A campus crew putting a handful of scholarship students on camera typically runs several hundred to a thousand dollars per shoot, with edits landing weeks later.

THE ASK

**One thirty-minute demo with all of us in
the room,**
and our first interviewer is built before we hang up.

Whoever from alumni, advancement, and the foundation should see it, together, plus anyone from marketing, enrollment, or the president's office who will draw on the library. Proofolio runs a live interview, shows the library, and builds our first interviewer on the call.

Write to chad@fennheart.com to schedule

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