Product Overview

WHAT IS OVRTURE?

The Ovrture platform is a cloud-based digital engagement platform built to communicate with an organization's existing and prospective major donors. The platform allows internal staff to build, manage, and share an ecosystem of content across a client's development team to build highly personalized cultivation and stewardship impact report microsites.

WHO USES IT?

The platform is in use by over 65 education, health care, and cultural philanthropies. Clients range in size from small centralized teams to large, dispersed operations. Typical users include donor relations professionals, communicators, and front-line gift officers.

HOW MUCH SUPPORT WILL BE PROVIDED?

We offer an "all you can eat buffet" of client engagement. Why? Because we know change management is hard and because it is in both of our best interests to navigate through challenges together to maximize your use of the platform.

DOES OVRTURE INTEGRATE WITH OTHER SYSTEMS?

Yes. We offer an Open API that lets client organizations connect a myriad of third party applications to Ovrture and its databases. We are also actively developing several CRM specific APIs as of Spring 2025.

WHAT IS THE REQUIRED TIME TO DESIGN, BUILD, & LAUNCH?

It typically takes 12 weeks to launch an Ovrture system, dependent upon the complexity of the design and the availability of your team to drive through the onboarding process. We take great pride in moving as fast as possible while understanding that client processes can take longer than expected for a range of reasons.

Learn More: **ovrture.com**

Schedule A Demo: **ovrture.com/schedule-a-demo**

By-the-Number

>90% open rate

of stewardship reports among top donors at a large-scale, multi-unit university.

$1.6M

raised in new gifts after distributed 1,500 impact reports at private research university.

607 kgCO$_2$e

not released by distributing 3,000 sites and/or reports digitally.

10 seconds

to generate 100s of personalized sites or reports simultaneously.

Unlimited

increase in donor-specific engagement data vs. traditional communications.

$7,500

saved saved in postage by not mailing 3,000 reports.

Year 1	Year 2
30%	**50%**

savings from traditional case printing over first two years.

Year 1	Year 2
21%	**32%**

savings vs. print-based impact reporting over first two years.

5X

increase in donor engagement vs. mailed reports.

$700,000

raised in 8 months after deploying platform for a large, multi-hospital healthcare system.

60+

clients actively using the platform.

99.98%

platform uptime over past 12 months.

5-200

smallest and largest user bases for individual system.

96%

year-over-year retention rate of clients.

14K reports

distributed by a single client over a single fiscal year.