

The Bottom Line

- This newsletter is a place where advancement professionals can learn the tactics, tips, and tools needed to take their giving, events, and commerce to the next level.
- Read how an advancement outsider came to realize "schools should fundraise fearlessly" when he returned to his alma mater. Click [here](#) to read the article!
- Did you know that **people are 43% more likely to attend an event when they know someone else who is attending**? Want to learn more about how to make sure your next event is a major hit? Watch our latest webinar: [Supercharge your Attendance: The Keys to Success for Large Scale Events](#).
- Want more quick and easy advancement intel? **Check out the Bite Sized Boosts at the bottom of this email.**

Estimated read time: 4 minutes.

Hi there!

My name is Hudson Flynn, a member of the marketing team here at Boost my School, perhaps you've seen some of my earlier emails! I just wanted to take the time to quickly introduce myself and this newsletter.

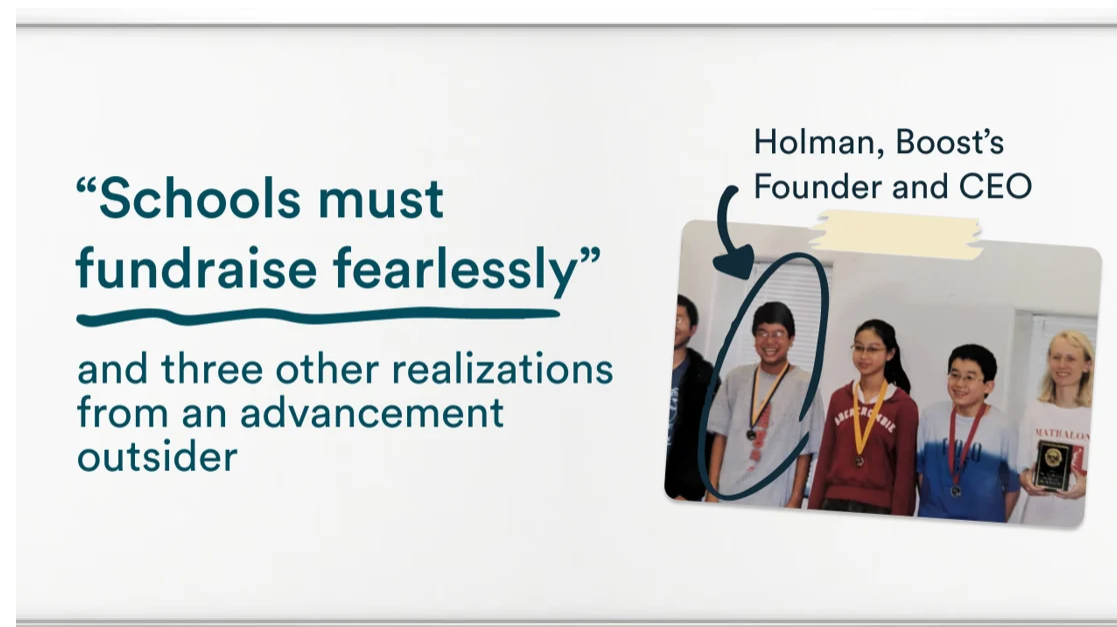
First, I'd like to say: welcome to the Boost my Advancement Newsletter! It's an absolute pleasure to be able to hit your inbox every month with advancement tips, K-12 school spotlights, and so much more!

Next, I want to tell you what this newsletter is **not**. This is not me trying to sell you anything. While I am immensely proud of the fact that Boost helps hundreds of K-12 schools raise 25% more for their giving, events, and commerce, I am prouder of the fact that our goal is to improve the advancement landscape regardless of what software it uses.

Put simply, this newsletter is a place where advancement professionals can learn the tactics, tips, and tools needed to take their giving, events, and commerce to the next level.

With that said, let's get on to the content.

- Hudson



4 minute read

They wanted to give, but they had never been asked the right way.

Before even officially joining the Marketing Team here at Boost, I was drawn to Boost My School by its founder, Holman Gao's, unique story and mission to bring impact-based giving to K-12 schools. So I sat down with him to learn how he grew Boost from a custom made program for his alma mater to a comprehensive giving, events, and commerce software that processes millions in donations every year. As it turns out, Holman had never asked anyone for a donation before. He just wanted to help out his alma mater.

If you ask Holman (and I did), he was lucky. He was lucky enough to be able to attend a high school that prioritized STEM, lucky that they had a math team, and lucky to be able to find something he loved. From there, he was named a world programming finalist in college and began his career as a software engineer. But he always remembered how much that opportunity he was given meant for his future success.


So, when asked to write a paper check to ensure his alma mater's math team continued to survive, he knew he could do more. He wanted to help them raise more than just what he could give, so he built Boost and became its first user.

But Holman didn't just want to build them a tool. He wanted to help find people to use it. So, he called up some fellow alums and asked if they would be willing to give – and they were. It was when they inquired why no one had called them to ask for a donation in this way before that Holman came to his first realization:


Schools should fundraise fearlessly.

Keep Reading

School of the Month



Boost Customer
Since 2022



**Proctor
Academy**
Andover, New Hampshire

\$1,528,898
Raised Since Joining Boost

4
92%
21x

Events on Boost
Covered Transaction Fees
ROI

Want to see how they did it? Check out their most recent giving page [here!](#)

Bite Sized Boosts

- Did you know that **people are 43% more likely to attend an event when they know someone else who is attending**. How do you encourage your constituents to come to your events?
- Did you know that **women increase their giving 66% more than men** when they have a salary increase? Do you focus on women in your fundraising?
- Did you know that **nearly 50% of millennials will attend an event solely because they think it would look good on social media**? Are your events instagrammable?