



— FLORIDA A&M UNIVERSITY · HBCU · UNIVERSITY ADVANCEMENT

# From Waiting on Reports to *Owning Their Data*

How FAMU's College of Law gained real-time access to donor and financial data that had been locked behind a central team for years.

## SOLUTION

AskMoose AI Platform

## SYSTEMS

Raiser's Edge NXT · Financial Edge NXT

## ENGAGEMENT

4-Week Pilot · Expanding University-Wide

## — BACKGROUND

# A well-resourced advancement office with a data access problem.

Florida A&M University is a historically Black college and university (HBCU) and one of the nation's premier public research universities. With a growing advancement operation, a dedicated central staff, and a full Blackbaud environment in place, FAMU had the infrastructure. What they lacked was access.

Only the central University Advancement team could log into Raiser's Edge NXT. Every college and school that needed a report had to submit a request and wait, sometimes days, for the central team to run it. Individual colleges had no direct visibility into their own fundraising activity, no way to identify their donors, and no path to self-sufficiency.

Kimberly Hankerson, AVP for Major and Principal Giving, had seen this solved before at Florida State University. When she arrived at FAMU, she set out to find the same capability for her colleges. Her team found Data Moose.

## — THE CHALLENGE

# Four problems. One root cause.

The College of Law was selected as the pilot college deliberately. As Kimberly noted, it is one of the most complex colleges at FAMU to work with. If Data Moose could solve it for them, it would work for anyone.

### **No direct data access**

College staff could not log into Raiser's Edge NXT. Every data request went through central advancement, creating a bottleneck on both sides.

### **Slow, inflexible reporting**

Weekly reports from the central team were never instantaneous and never tailored to what a specific college needed in the moment.

### **Unknown donors**

Without visibility into giving patterns, the College of Law did not know who their regular donors were or how to steward them.

### **Manual workarounds consuming staff time**

Finance staff were manually maintaining spreadsheets across 20-plus accounts from monthly project activity exports, perpetually behind and burning bandwidth that belonged elsewhere.

## — THE SOLUTION

### **AskMoose: Ask your data a Question the way you ask a Colleague.**

Data Moose is CRM and ERP agnostic. We connect directly to any system an organization already runs, including Raiser's Edge NXT, Financial Edge NXT, Salesforce, Microsoft Dynamics, and other nonprofit platforms, and consolidate that data into a governed, secure data warehouse. AskMoose sits on top of that warehouse as a natural language AI assistant.

#### HOW ASKMOOSE WORKS

#### **No SQL. No exports. No tickets. Just questions.**

Instead of logging into a CRM, running a query, exporting a spreadsheet, and waiting, a fundraiser or finance officer types a question in plain language: "How much has the College of Law raised this fiscal year by fund?" or "Which donors gave last year but not this year?" AskMoose reads the question the way a knowledgeable colleague would, pulls from the live data warehouse, and returns an answer, a table, a chart, or a downloadable report, in seconds.

No CRM training required. No SQL. No dependency on a central team. The data stays governed and secure, access stays appropriate to each user's role, and every answer draws from live data rather than last week's export.

*"I didn't realize these people were giving us this money on a regular basis."*

CLAUDINE BEALE, FINANCE CONTACT, FAMU COLLEGE OF LAW

## Four weeks. Real data. No shortcuts.

Data Moose deployed AskMoose through a structured four-week Crawl, Walk, Run framework using FAMU's actual data throughout. Nothing was staged or simulated.

**WEEK 1**

*Crawl*

### Alignment and Data Validation

Mapped reporting priorities with college staff. Ingested Raiser's Edge NXT and Financial Edge NXT data into a dedicated AskMoose environment scoped to the College of Law.

**WEEK 2**

*Walk*

### Data Activation and Configuration

Data live in the platform. Donor records, Financial Edge NXT transaction distributions, and college-specific project IDs loaded and validated. Sample reports including the ABA compliance report and monthly gift reconciliation replicated using live data.

**WEEK 3**

*Walk to Run*

### Live Demonstration

Reports generated, dashboards built, data exported to Excel in real time using the college's own data. Staff began running queries mid-session. One team member independently caught a data discrepancy before the Data Moose team flagged it.

**WEEK 4**

*Run*

### Formal Training and Handoff

College staff completed assigned queries independently. Credentials issued to all users. Pilot concluded with the team fully operational, with no Data Moose staff in the room.

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— OUTCOMES

## The College of Law now has answers in seconds, not days.

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✓ **Self-service data access for the first time**

Staff who previously submitted requests and waited days can now ask any question and get an answer immediately, with no Raiser's Edge login required.

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✓ **Donors discovered, stewardship unlocked**

Regular donors giving consistently were identified for the first time. The College of Law now has the visibility to steward and cultivate those relationships directly.

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✓ **ABA compliance and gift reconciliation on demand**

Reports that previously required manual construction from exported spreadsheets now run on demand using live Financial Edge NXT data.

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✓ **Reporting burden reduced for central advancement**

The College of Law's dependence on the central finance team dropped significantly, freeing central staff for higher-value work.

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✓ **One college became the blueprint for the university**

The pilot is now the proven model for a phased university-wide rollout of AskMoose, with University Advancement, Engineering, and Pharmacy identified as next.

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## The problem FAMU had is not unique to FAMU.

The gap between the data an organization has and the data its people can actually reach is one of the most consistent friction points in the nonprofit sector. Development staff wait on reports, work from stale exports, or go without information entirely. AskMoose closes that gap regardless of what system the data lives in.

Data Moose is CRM and ERP agnostic. Whether an organization runs Raiser's Edge, Salesforce Nonprofit Success Pack, Microsoft Dynamics, or another legacy system, we connect, consolidate, and surface that data through a single natural language interface that anyone on the team can use without technical training. AskMoose is not a replacement for the CRM. It is the layer that makes what an organization already has accessible to the people who need it most.

### ORGANIZATIONS THAT BENEFIT MOST

- Nonprofits where only central staff can access the CRM and departments are dependent on others for reporting
- Federated structures, universities, health systems, and chapter-based organizations where different teams need access to their own slice of the data
- Advancement teams spending significant time fielding internal data requests from leadership, program staff, or board members
- Organizations preparing for a capital campaign who need real-time giving pipeline visibility
- Nonprofits frustrated with the gap between what their data contains and what they can actually access, regardless of which platform they run

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*Data Moose is built exclusively for the nonprofit sector. Every engagement is led by our Professional Services team with the same hands-on approach delivered to FAMU. To learn more, reach out at [info@datamoose.org](mailto:info@datamoose.org).*