

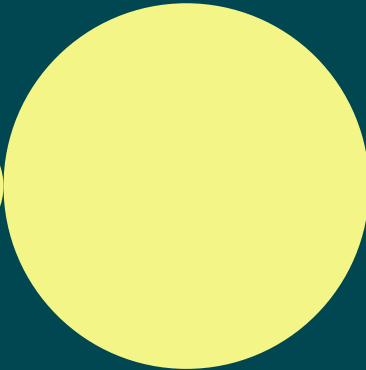


All Together Now: Maximizing Online Giving with GiveCampus

GiveCampus Partners Conference

GCPC'25

About us



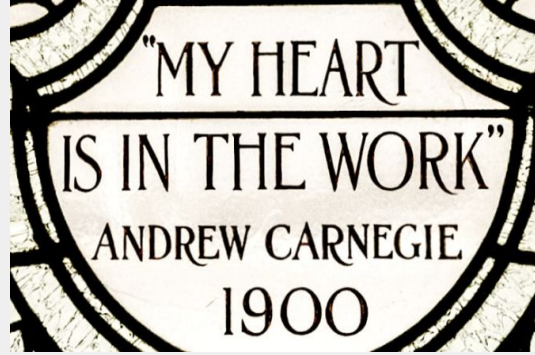
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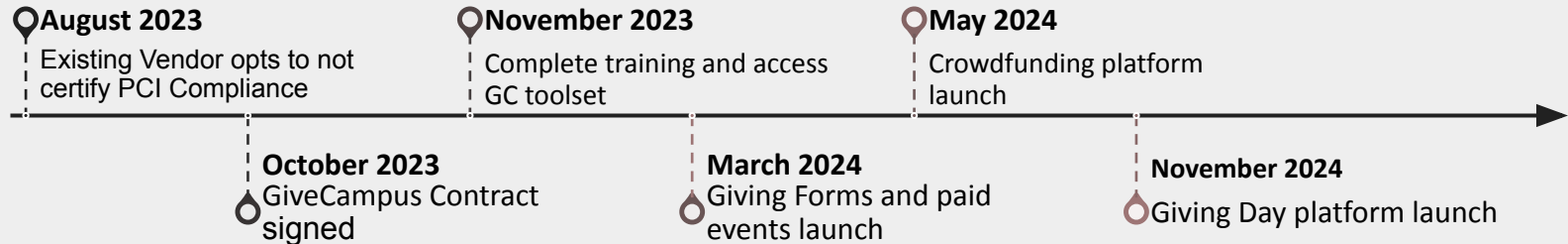
Annual Giving & Digital Communications at CMU

GCPC'25



A Failure and a Solution

- August 2023 – The clock starts
- Finding GiveCampus
- Against our PCI compliance deadline
- A phased transition and launch



One year in, what did we find?

- The communications plan to recurring donors and recent donors was critical for donor migration and retention.
- We can all work together in the platform with user permissions.
- The volume of giving form creation subsides...eventually.
- Strategic collaboration across the institution is essential.

Giving Forms

- We have 16 standard forms – organized by school, college, business or academic unit.
- Main edits now are to add and remove funds as needed.
- Prepopulated links

You make a difference at CMU

From computer science to art, from public policy to the humanities, from engineering to business, the impact that Carnegie Mellon has on the world is remarkable. Your support is instrumental to enhancing the experience and opportunities available to CMU's students and faculty, now and in the future. Thank you!

One-Time	Recurring	
\$50	\$100	\$250
\$500	\$1,000	\$2,500 ACS Membership

Amount *
\$

Recurring

Designation *

Make a gift to CMU Libraries

The University Libraries is engaged in creating a 21st-century library serving as a cornerstone of world-class research and scholarship. The Libraries aims to provide information resources, create infrastructure supporting scholarly communication and provide opportunities for interactive research and study environments. Your support can have a direct impact on reaching these objectives.

Make your gift using a credit card, Venmo, PayPal, Apple Pay or Google Pay. Some payment methods require a specific browser. Learn more on our IAG page.

Need help? Email gsiving@andrew.cmu.edu

One-Time	Recurring	
\$50	\$100	\$250
\$500	\$1,000	\$2,500 ACS Membership

Amount *
\$

Recurring

Designation *

Make a gift to the Tepper School of Business

Our faculty, graduates and students have an intellectual advantage that is based on a powerful combination: leadership and analytics. Today's global market poses exciting challenges that require an unprecedented level of leadership, and success in business requires an exceptional analytical base. Our distinguished graduates have both.

Make your gift using a credit card, Venmo, PayPal, Apple Pay or Google Pay. Some payment methods require a specific browser. Learn more on our IAG page.

Need help? Email gsiving@andrew.cmu.edu

Designation *

Make your selection(s)
Choose from list or type to search

First Name *
First Name

Last Name *
Last Name

Email *
tsicid@andrew.cmu.edu

Address *
Street address (include apt./suite #, if applicable)

City *
City

State
Select a state

ZIP/Postal code *
ZIP or postal code

Country
United States

Recurring Donor Outreach

- Donor outreach prior to GiveCampus launch and throughout the first FY.
- Two key segments engaged via email:
 - All past and current donors
 - All active recurring donors
- Communication content focused on educating and engaging donors, with buy-in from our leadership.

By The Numbers	
Donors in last 5 yrs less students/recurring, emailable	28,452
Monthly	160
Bi-Annual/Quarterly	66
Annual	357

Individualized Emails

- Sent to recurring donors with a personal links
- Initial email with monthly follow-up for one year.
- Broader education email signed by VP

View examples of entire cascade online at cmu.is/recurring-cascade

Dear %%First Name%%,

Thank you for your ongoing support of Carnegie Mellon University! As one of our most dedicated supporters, I am pleased to share with you that we are rolling out a new user-friendly online giving experience today.

Because you give generously with a recurring gift, this change will require you to set up a new gift through this easy-to-use platform.

As of March 1, CMU has transitioned to a new donation platform, GiveCampus, [\[LINK\]](#) which offers a variety of new giving options and flexibility for a modern, user-friendly experience. You'll be able to make your gift more quickly and in the way that works best for you, with recurring payment options such as credit cards, Google Pay and Apple Pay and the option to set up a digital wallet to make future gifts easy. For one-time gifts, Paypal and Venmo are also payment options. The new system will allow you to see your giving history and adjust your giving as needed at any time.

As a reminder, here are the details of your expiring recurring gift:

Date of last gift: [MERGE FIELD]

Frequency: [MERGE FIELD]

Amount: [MERGE FIELD]

Designations: [MERGE FIELDS]

Please be aware that because our previous giving platform has been retired, your current recurring gift has been canceled. In order to maintain your giving to CMU, we encourage you to visit this personal link [\[LINK\]](#) to set up a new recurring gift.

BUTTON: Set up your CMU recurring gift [\[INSERT PURL\]](#)

If you have any questions, please reach out to annual-giving@andrew.cmu.edu.

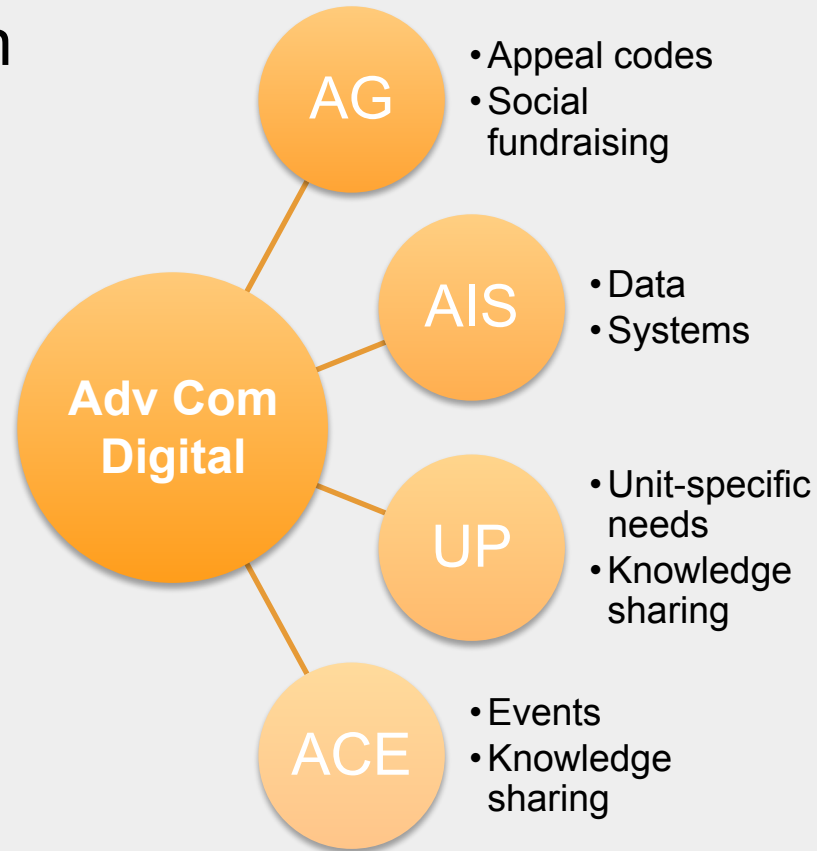
Thank you for your support of our Tartan community!

Sincerely,

Julie Knight

Executive Director, Annual Giving

CMU collaboration



Permissions Structure

- Permissions are assigned based on technology usage within specific areas of GiveCampus.
- There is crossover – social fundraising needs giving forms and events need giving forms.
- Growing users across University Advancement on an ad hoc basis like Tepper Business School reunion campaign.



What we're doing differently now: Current strategies at CMU

360° UX

All online giving through GiveCampus – giving forms, social fundraising, events – to provide a unified user experience.

Data improves everything

A fast checkout on the giving form is important and data collection is more important.

Internal ownership is key

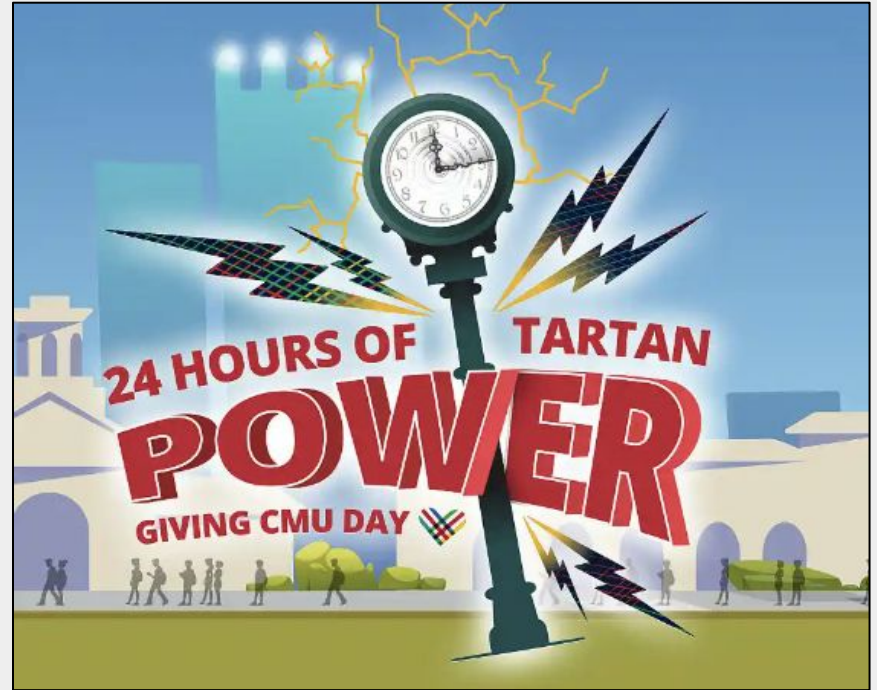
Empower point person within CMU for each GiveCampus product.

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User Experience: All GiveCampus on Giving CMU Day


- 24 Hours of Tartan Power
 - Focus on campaign vs. giving form
 - Heavy social on LinkedIn/Insta
 - 7,000 donors/\$2.3 million
 - 50% from online gifts
- Easily moved gifts made to other giving forms like the Tepper Business School Reunion crowdfunding pages on the day through offline loads.



Data capture

- Main giving form
 - 7 mandatory fields, down from 12 with the previous vendor
 - 3 steps, down from 5 steps in the previous vendor
 - Soft credit information and affiliation post-payment
- Giving CMU Day matches and challenges
 - 8 mandatory fields
 - Affiliation information pre-payment to trigger challenge

Donation Match




Office of the President Student Match

Gave \$75,000,

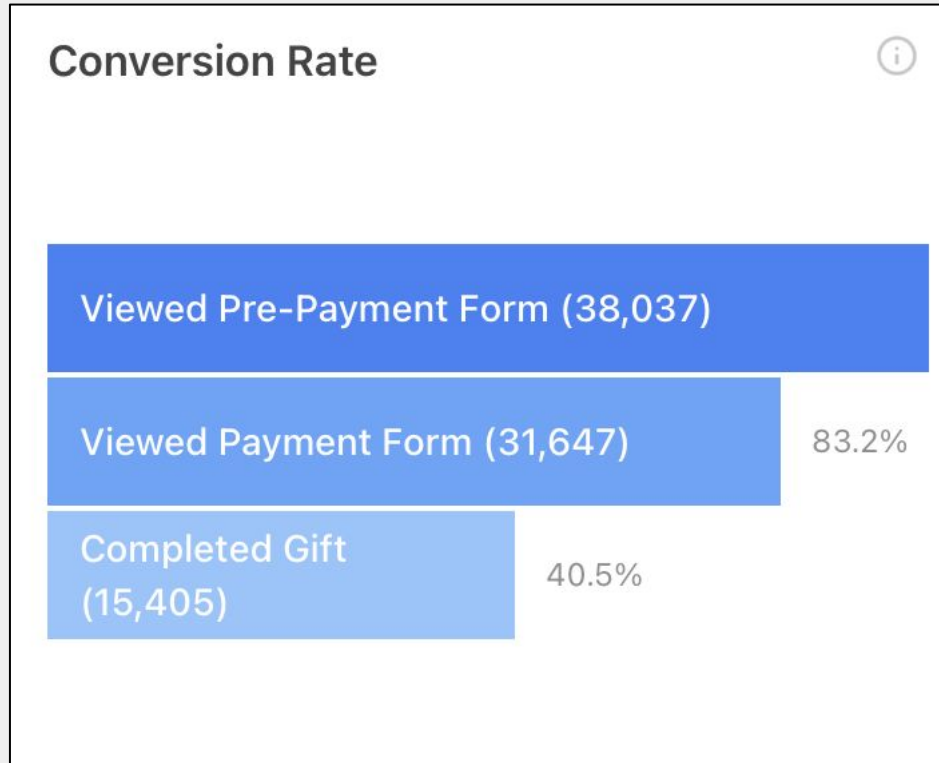
The Office of the President is matching gifts 1:1 for students. Double your gift of \$10-\$250 to any CMU fund. \$75,000 in matching funds available. Part-time students qualify.

Match Complete!



For **Students**
Offered by **Office of the President**

Conversion Rate



Other noteworthy campaigns

Scotty's Umbrella Campaign



453

Donors

\$48,723

Donated

This campaign ended on March 28, 2025, but you can still make a gift to Carnegie Mellon University by [clicking here!](#)

s that secure
ng Fund from
bership will

Quick Search

Greek Organization	↑↓ Donors	↑↓ Goal (Donors)	↑↓ %	↓
Greek Sing - Sigma Alpha Epsilon	19	22	86.4%	
Greek Sing - Delta Delta Delta	46	68	67.6%	
Greek Sing - Delta Gamma	22	89	24.7%	

We have the results.



Exceeded FY25 online giving goals



Gained new insights on CMU donors



Received positive feedback from board members

FY25 key metrics

10,854 online donors

55% LYBUNTs
25% New

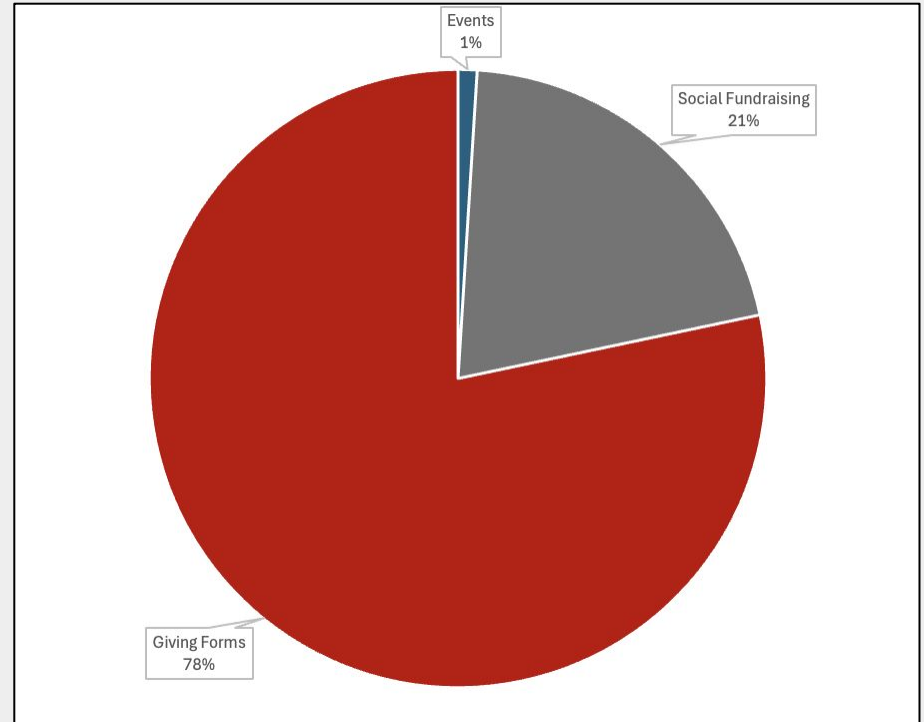
\$5.4 million
online

**200%+ YTY change
in recurring online
donors in FY25**

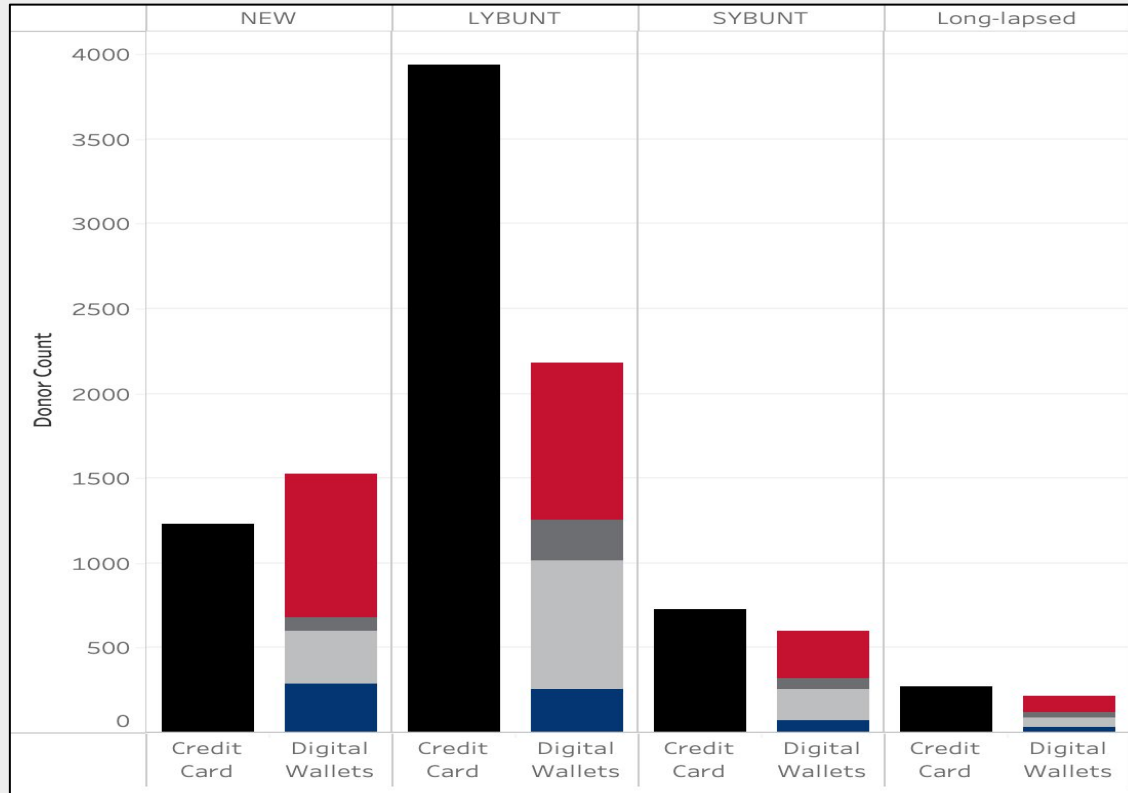
10% of online donors making a gift to +1 fund.

Distribution of FY25 online dollars

- Conversion from social fundraising, giving forms, and gifts from events.
- 50% change in dollars raised from students – undergraduate and graduate combined – compared to FY24.



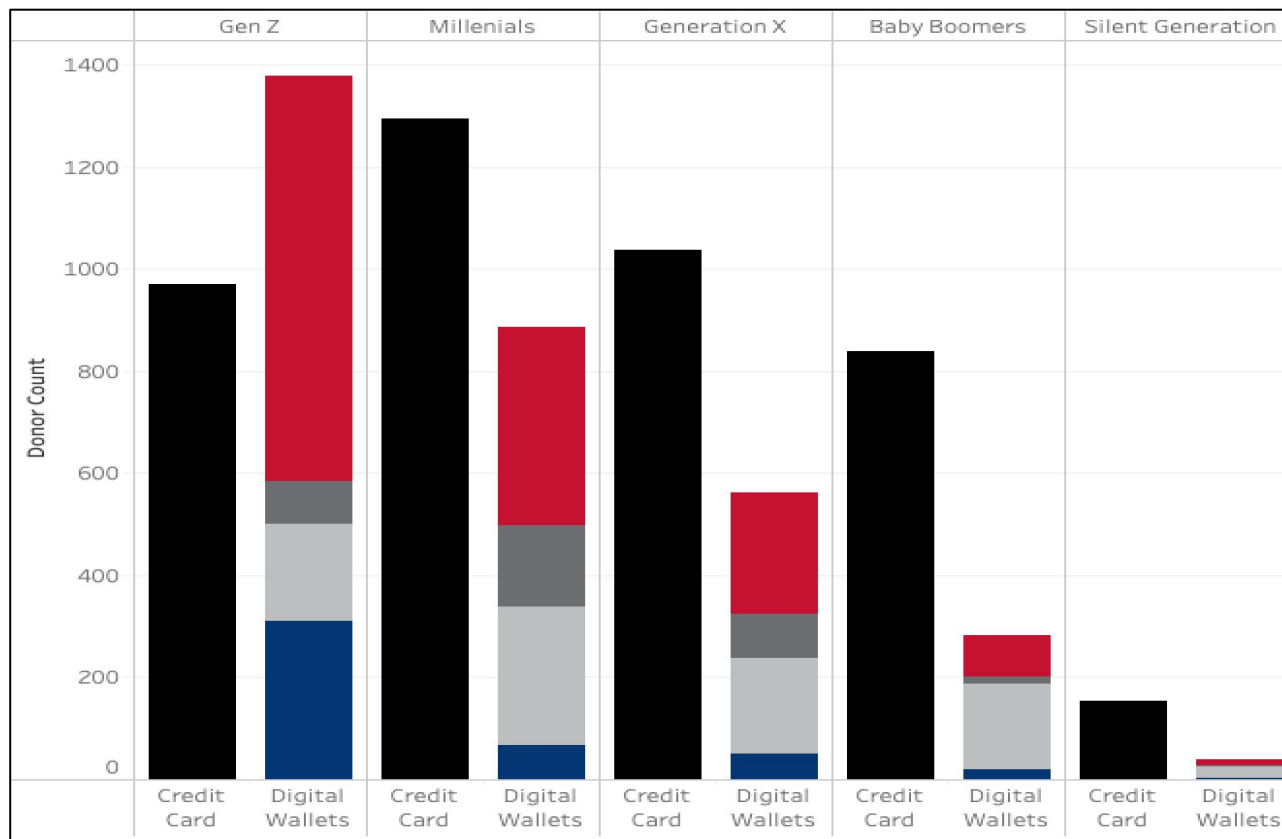
Are digital wallets acquiring or retaining donors?



Payment Type

- ApplePay
- Credit Card
- GooglePay
- PayPal
- Venmo

Generational use of digital wallets



Mobilizing volunteers

- The self-created advocacy links are widely used in social fundraising with 16 advocates generating almost \$176,000 in FY25.
- In addition, the 75 Giving CMU Day volunteers that were provided unique URLs by the Annual Giving team, generated \$75,800 in FY25. A 127% change in dollars and a 12% change in volunteers from FY24.


Trends

FUNDRAISING STRATEGY

Online Giving Is Sliding Amid Turmoil. Should Fundraisers Retreat or Go Big?

Digital donations are dropping in the wake of the president's tariffs. Experts weigh in on whether charities should back off appeals or push ahead with ambitious campaigns.

By Ben Gose | MAY 1, 2025



CASE Council for Advancement and Support of Education
36,217 followers
1mo · 🌐

Yesterday, ahead of the U.S. Senate's review of the House-passed budget reconciliation bill (H.R. 1), CASE President & CEO [Sue Cunningham](#) wrote to Senate leaders, urging them to roll back proposed tax hikes on private college and university endowments, broaden and extend the charitable deduction for non-itemizers, and strike other punitive provisions that would curb philanthropy.

Read the full letter to see how these changes will protect the missions of our institutions and get information on how you can take action: <https://bit.ly/4e04yko>

Alumni for Higher Ed

Empowering Institutions to Engage Their Alumni



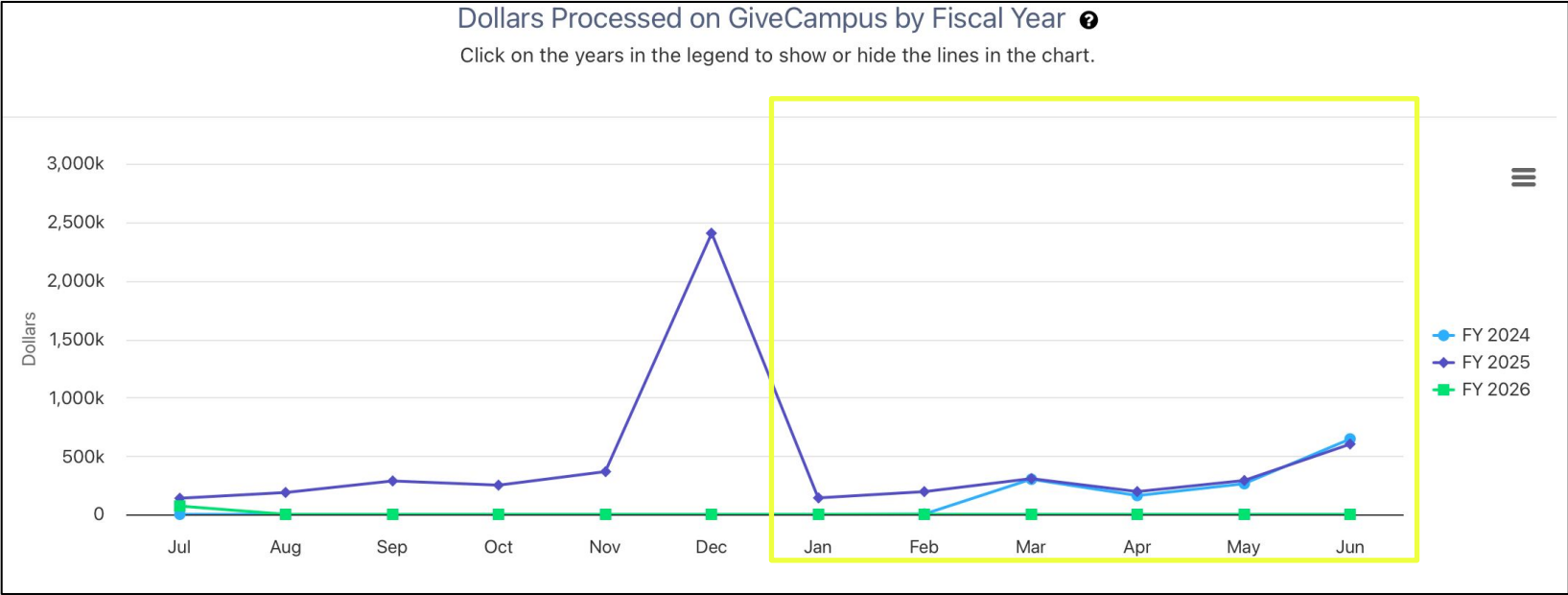
Learn How You Can Take Action

Monetary Giving Shows Political Polarization for the First Time

2025 marks the first time we noticed monetary donation patterns differing based on contrasting political worldviews. Based on worldview, right-leaning groups increased their giving to **registered** organizations, while most other groups reported donating at lower rates. Those who identified with [Faith and Flag Conservatives](#), [Populist Right](#), and the [Ambivalent Right](#) all showed increased rates of giving by 43%-61%, compared to self-reported amounts in Q3 and Q4 of 2024. Meanwhile, all other groups reported decreased giving, with the [Progressive Left](#), [Stressed Sideliners](#), [Democratic Mainstays](#) and [Committed Conservatives](#) appearing to have substantially decreased giving rates, ranging from 25-51%.

Even though generosity trends in Q1 2025 appear to be stable overall, we are seeing signs that this stability is due to offsetting patterns. This divergence appears to be correlated with differing perceptions of the economy, and tariffs in particular, among political groups^{2, 3}.

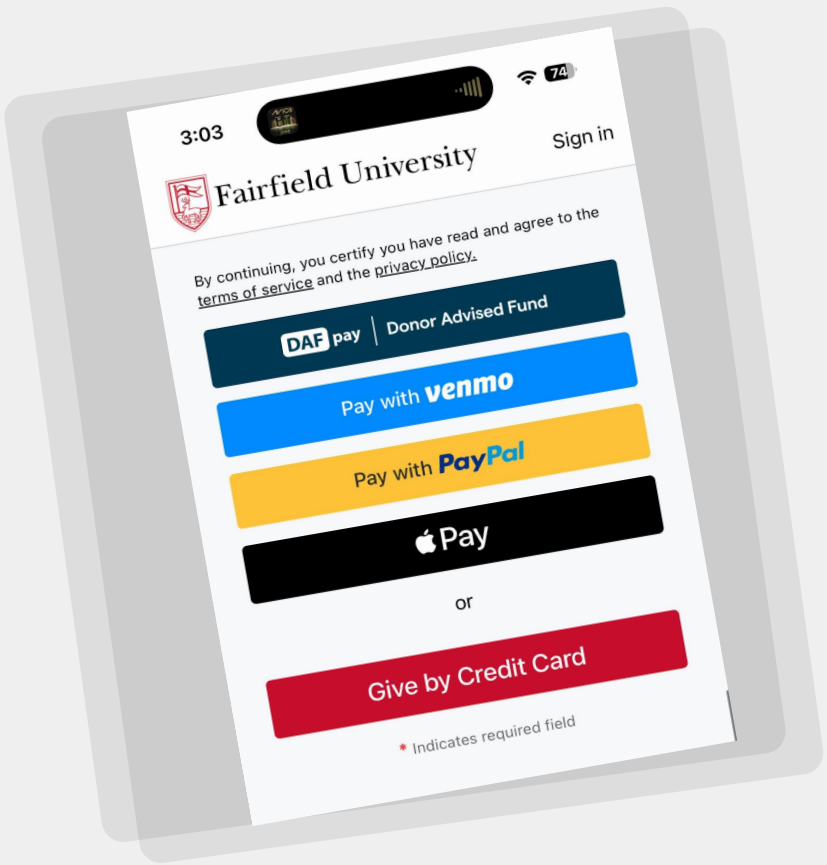
Post-January giving trends FY24 vs FY25



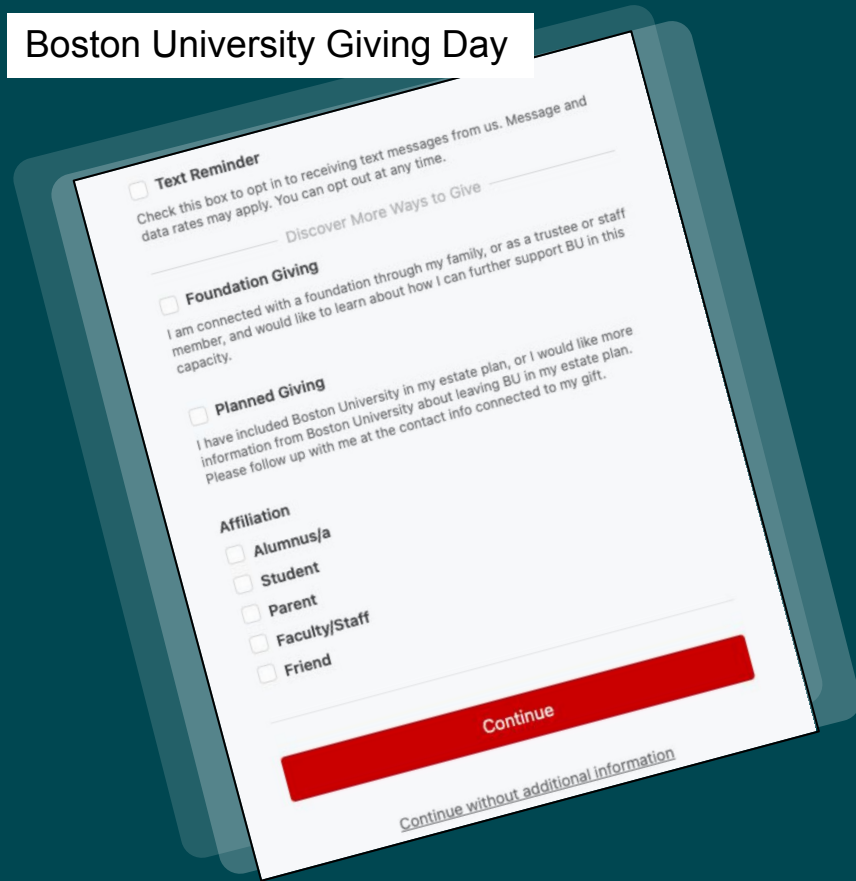
- 7%+ increase in dollars in Q4 FY25 compared to FY24.

What we're still tweaking

- Giving form personalization
- More digital wallet options
- Testing data capture options
- Journey mapping



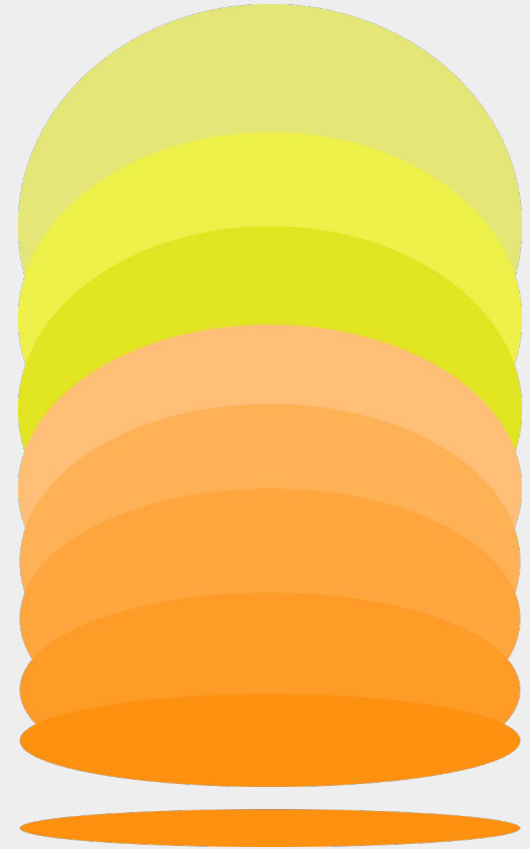
Boston University Giving Day



FY26 Goals

- Personalized giving forms for the new digital gift officer program and donor retention.
- Ask ladder testing
- Increase recurring gifts
- Integrate Marketing Cloud and giving forms

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Questions one year in...

Question 1

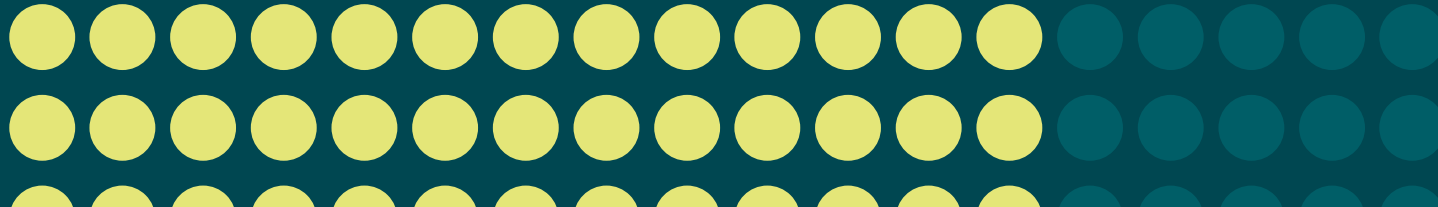
What surprised you the most with donor engagement with the giving forms or social fundraising?

Question 2

What is the most common question that you receive from donors about online giving?

Question 3

What is one online giving feature you're looking forward to using?



Thank you!

**Connect with us to
keep the conversation
going.**



Julie Knight



Tim Seidel

GCPC'25

