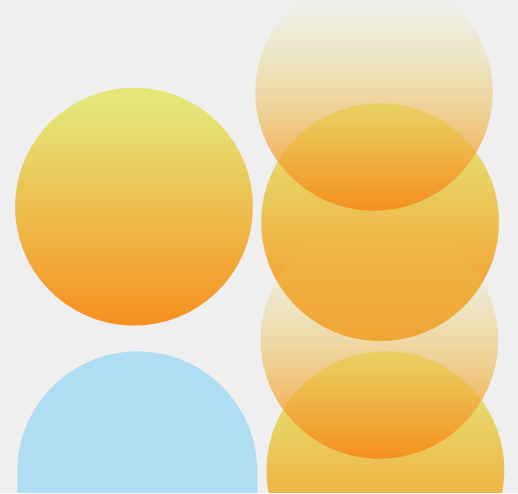# Thayer Academy Drives 15% YoY Increase in Dollars Raised, 19% Increase in Average Online Gift Amount

For nearly 150 years, Thayer Academy has been a cornerstone of academic excellence. With a mission to inspire a diverse community of students to achieve their highest potential, the school fosters innovation and leadership through a variety of programs. But when it came to its fundraising efforts, Thayer Academy found itself facing challenges—specifically, limited participation in its giving campaigns from alumni, parents, and trustees.

"The focus was primarily on major gifts," said Melissa Forger, Director of Advancement and Engagement at Thayer Academy. "And I just felt like there was so much opportunity here for us to build up participation at every level of giving."

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Director of Advancement and Engagement at Thayer Academy

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GIVECAMPUS

Reaching the limit with existing technologies

Before transitioning to GiveCampus, Thayer Academy was using another fundraising platform for Founders Day, its annual day of giving, but the capabilities did not match the school's evolving needs. As Forger recalls, "We were ready to leap ahead." The team was laser focused on finding a way to make the giving experience as easy and as seamless as possible for its donors.

"The user experience was a big piece of what we were looking at," continued Forger. "How can we make it as easy as possible for someone to make a gift once they click through?"

A modern fundraising platform that increased efficiencies and donor engagement

Recognizing the need for a more robust and modern solution, Thayer Academy made the strategic decision to transition to GiveCampus. The goal was clear: to create an easier, more engaging, and results-driven giving experience, from its social fundraising initiatives to everyday online giving. After moving to GiveCampus, processes were intuitive and straightforward for the team, from setting up giving forms to building campaign pages.

Elizabeth O'Connor, Director of Advancement Services, started on the team shortly before the GiveCampus implementation, and found the ease of use to be extremely beneficial in her new role. "Setting up the giving form was my first project, and it went pretty quickly. We wanted to provide donors with a familiar experience, but were also excited that we now had new capabilities to leverage with GiveCampus."

The advancement team also gained efficiencies from automations built into the GiveCampus platform, including automatic donor notifications when credit cards expire for recurring gifts and need to be updated. Features like these have saved the Thayer team valuable time. "These reminders are incredibly helpful," notes Forger. "I'm always sort of impressed to see the people that go in and update based off of the reminder notifications. One of them was a former employee whose kids had graduated from Thayer. And I thought, you know, I don't even know if our frontline fundraisers would have followed up with that person.

Elizabeth O'Connor
Director of Advancement Services

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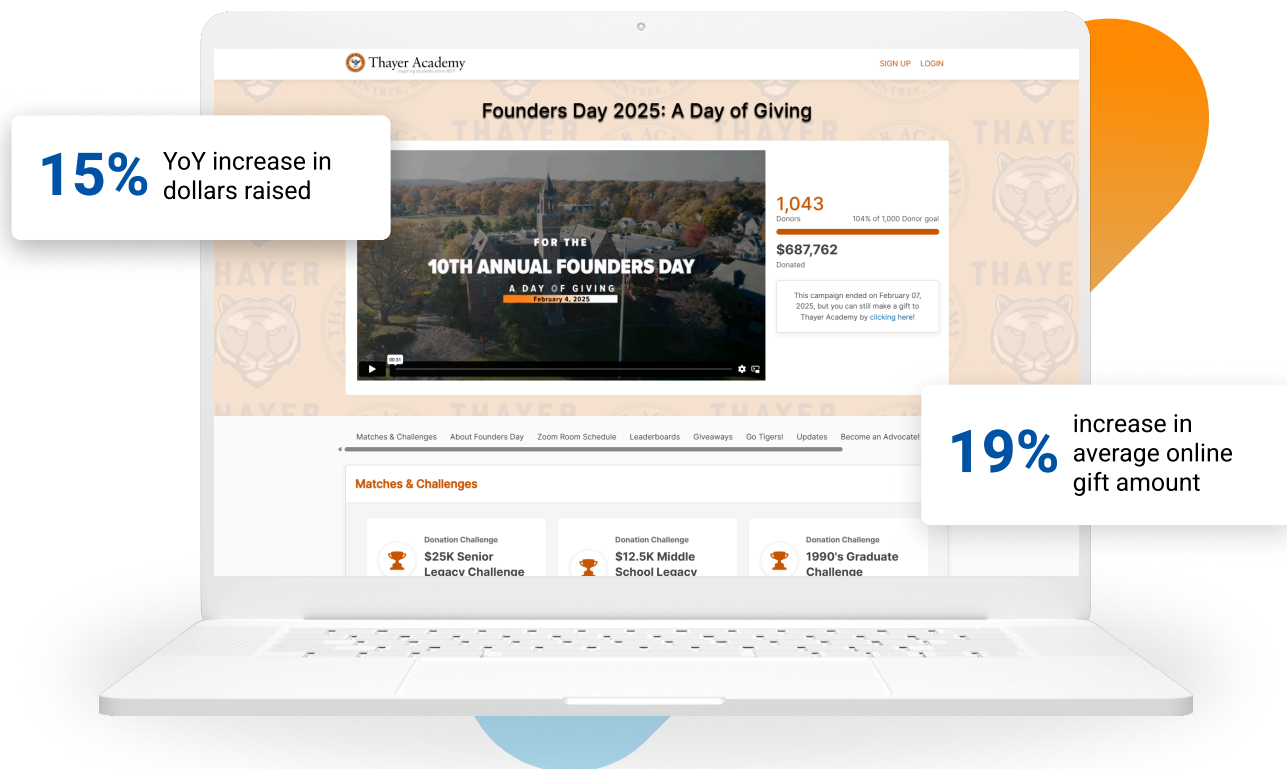
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GIVECAMPUS

YoY growth and renewed philanthropic spirit

Thayer Academy has always relied on its Founders Day initiative to raise critical dollars, and has continuously seen the benefits of switching to GiveCampus, most recently with its 2025 results— a 15% YoY increase in dollars raised and a 19% increase in the average online gift amount. O'Connor has been thrilled with the improvements: "I love seeing these numbers—they're great."

Beyond just the numbers, the transition fostered a deeper culture of philanthropy within the Thayer community. The user-friendly nature of the platform encouraged more donors to participate, many for the first time.

"We're definitely seeing more engagement from "never-give" alumni," Forger added. "People are clicking through and finding their own way to give, which is exactly what we were hoping for."

Buoyed by these results, Thayer Academy is looking ahead to even greater fundraising success. The school now has the technology and strategy in place to build on its momentum, ensuring that it continues to provide exceptional educational experiences for generations to come.

15% YoY increase in dollars raised

19% increase in average online gift amount

Discover how GiveCampus can help your school raise more dollars from more donors with less effort.

To schedule a demo, please visit:
info.givecampus.com/schedule

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