GIVECAMPUS + CHATHAM HALL

Chatham Hall sees a 300% YoY increase in online dollars raised after switching to GiveCampus

THE CHALLENGE

Outdated forms and limited payment options kept Chatham Hall from engaging donors

Chatham Hall, a girls' boarding school in southern Virginia, is powered by a six-person advancement team co-led by Kimber Keating P'20, '22, '24, Director of Development & Engagement and Shannon Reynolds, Director of Strategic Advancement. The team works closely with families, alumnae, and volunteers to strengthen the school's culture of philanthropy.

Before GiveCampus, they were constrained by outdated tools. Donors could only give by credit card or PayPal, leaving out digital wallets like Venmo and Apple Pay that younger constituents preferred. Giving forms offered little room for customization or storytelling, and Giving Day results had plateaued at around $37,000 from 345 donors—a respectable outcome, but one that didn't reflect the true passion of the community.

The team needed a modern platform that could make giving easier, more flexible, and more engaging—while equipping staff to transform their annual Giving Day into a signature event.

GIVECAMPUS

THE SOLUTION

A bold new Giving Day strategy, quick onboarding, and modern engagement tools

Keating suggested moving Chatham Hall's annual Giving Day from the bustle of GivingTuesday to a day that already carried deep meaning for the community: Charter Day, a celebration of the school's 130+ year history and founding. The shift brought new focus and authenticity to the effort, connecting fundraising directly to a tradition of pride and purpose.

Chatham Hall switched to the GiveCampus platform in June 2024 and was up and running within a week, thanks to a streamlined onboarding process and hands-on support.

With the platform in place, Keating spearheaded the solicitation of challenge gifts and the recruitment of volunteers, working with class agents, trustees, parents, and alumnae to build enthusiasm right up to and including the day of the event. Together, she and Shannon Reynolds, Director of Strategic Advancement, helped set ambitious new dollar and donor goals.

In fact, Giving Day prep quickly became a true all-hands effort: Kristin Reese '08, Director of Advancement Services, managed data and operations; Isabella Hubbard '19, Engagement & Development Officer, led social media; Corinna Howell '12, Major Gifts Officer, connected directly with alumnae and families; and Amy Blair, Advancement Associate, coordinated gifts on campus.

At the same time, customization and storytelling were central. The team built branded giving forms that incorporated images, resonant language, and suggested gift amounts tied to donor societies—and leveraged centralized landing pages and QR codes to make giving easy and cohesive across channels.

"As a team of six women—three of whom are alumnae—we're deeply proud of what we accomplished together," said Keating.

Kimber Keating P'20, '22, '24
Director of Development & Engagement

"As a team of six women—three of whom are alumnae—we're deeply proud of what we accomplished together."

GIVECAMPUS

THE RESULTS

Triple-digit growth, a 45% lift in participation, and easier backend workflows

On Charter Day 2025, Chatham Hall raised more than $105,000 from 500 donors—nearly triple the dollars raised the year before and a 45% increase in participation. Eight matching challenges added more than $39,000 to the total, and 17 new recurring gifts were established in a single day. A $25,000 leadership match provided early momentum, while advocates across the community drove participation through personalized outreach.

The momentum extended well beyond Giving Day. Online giving jumped from less than 2% of total funds in FY2024 to 12% in FY2025, with nearly 15% of online gifts made through digital wallets. Events like Family Day and Reunion also became new giving opportunities, inspiring gifts from alumnae who hadn't given in decades. All told, Chatham Hall experienced a 300% YoY increase in dollars raised online after switching to GiveCampus.

GiveCampus also streamlined operations. Seamless integration with Raiser's Edge NXT eliminated duplicate entry, automation removed the burden of processing recurring gifts, and custom reporting options solved a longstanding pain point. "Different stakeholders in the business office like to look at the same data in different ways," said Reese. "GiveCampus allows me to quickly and easily configure disbursement reports so everyone gets all the data they need in the format they prefer."

By combining bold strategy, strong leadership, and the right technology, Chatham Hall not only achieved its most successful Giving Day ever but also laid the groundwork for sustained growth in online giving and deeper community engagement.

Kristin Reese
Director of Advancement Services

> "Different stakeholders in the business office like to look at the same data in different ways. GiveCampus allows me to quickly and easily configure disbursement reports so everyone gets all the data they need in the format they prefer."

Keating summed it up best, "Every member of our advancement team, our volunteers, and our partnership with GiveCampus helped us turn the day into something much bigger than fundraising. It became about friendraising, about connecting alumnae, families, and friends to Chatham Hall in a joyful way. Celebrating our school's founding and seeing our community show up so wholeheartedly—it was a true win for Chatham Hall."

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