Marietta College uses GiveCampus to rally support after fire strikes sorority house

THE CHALLENGE

Driving donations to speed recovery

Hours after a devastating fire swept through Alpha Xi Delta sorority house in November of 2021, members of the Marietta College community began mobilizing support for their sisters. Kathryn Gloor, Senior Director of Annual Giving at Marietta, recalls that before the flames were even out many in the community were looking for ways to fund various recovery initiatives. She knew that the sooner they could organize an institutional campaign the more efficiently and effectively they could direct urgent funds where they were needed most. Kathryn turned to her colleagues on the **GiveCampus Partner Success team** for help.

Marietta College had been partnering with GiveCampus since 2018, so Kathryn already knew how to effectively leverage the platform. In fact, since joining GiveCampus, Marietta's annual Day of Giving had flourished, netting an incredible 995 percent increase in the number of donors, and upping the total dollars raised by more than 1500 percent. That said, Kathryn knew that a successful Giving Day was the product of months of planning and preparation—and she only had hours to respond to the emerging needs of Marietta's sorority sisters.

Kathryn Gloor
Sr. Director of Annual Giving

"While we hope to never see a crisis like this again, recent history has shown us that you can't always predict what will happen; on our campus or around the world. We're grateful to have partnered with an organization that allows us to respond to emerging needs quickly, engage our entire community, and ensure today's Pioneers have the support they need to continue to thrive, no matter the circumstances. Thanks, GiveCampus, for supporting us, as we support our students."

G **www.givecampus.com**

GIVECAMPUS

GiveCampus enabled Marietta to launch quickly and with care

Not only did the campaign have to come together quickly, it had to reflect the gravity of the situation. Rallying support in the wake of a tragedy was new territory for Kathryn and vastly different from launching a Giving Day appeal. She reached out to GiveCampus for real-time advice and assistance on how to move forward with determination and care.

While establishing a goal is often the first step in fundraising, in the early hours after a disaster it's nearly impossible to accurately predict the extent of the need. So, rather than attaching a price tag to the campaign, they decided to launch without setting a dollar goal. They also chose to forgo the usual promotional frills of a campaign. For example, instead of producing a scripted and polished video, the chapter advisor simply recorded a brief, heartfelt message on her smartphone with the fire-damaged sorority house visible in the background.
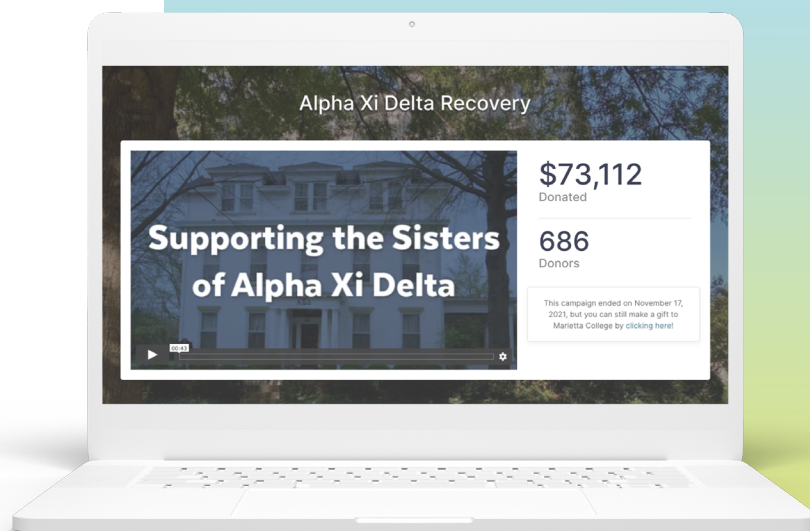
In the end, it took Kathryn and her team less than 24 hours to conceive, create, and launch the **Alpha Xi Delta Recovery campaign** on GiveCampus. And, although they did email their base and share a few messages on social media, Kathryn credits those members of the Marietta community who stepped up as advocates for really getting the word out fast. She explained, "Many were using the **GC Social Fundraising Platform** for the first time, without any training whatsoever. And it was their peer-to-peer outreach that truly made the difference."

686 donors contributed $73,000+ in just one week

Although Kathryn originally anticipated keeping the campaign active for a full month, they were able to raise more than $50,000 for the recovery effort in just two days. Ultimately, they ended the campaign after only a week having raised more than $73,000 from 686 generous individuals.

Among the nearly 700 who pledged their support, many were new donors, including families of current students, Alpha Xi Delta chapters from around the country, and community members who just wanted to do what they could to help.

Alpha Xi Delta Recovery

Supporting the Sisters of Alpha Xi Delta

$73,112
Donated

686
Donors

This campaign ended on November 17, 2021, but you can still make a gift to Marietta College by clicking here!

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