

A small Holyoke advancement team takes big swings—and hits everything out of the park

THE CHALLENGE

Launch a big-league appeal on a minor league budget

Patrick Carpenter joined Holyoke Community College (HCC) in the spring of 2019 as Director of Institutional Advancement, and a few months later Julie Phillips came on board as Coordinator of Alumni Relations and Annual Giving.

As newly minted members of the HCC institutional advancement team, their first goal was to launch a branded annual Giving Day. The biggest challenge? Resources.

Fundraising shops at community colleges are notoriously understaffed—and Holyoke was no exception. Julie explained, “The number one thing that fundraisers at a 2-year will tell you is, ‘It’s just me, I have no staff, there’s nobody here.’ And let me tell you, I felt that pain—big time.”



Julie Phillips
Interim Director of
Development

“For me, the biggest draw was the way the platform is structured. Even if you have a tiny staff, a staff of one, GiveCampus is set up to help you deliver really big results.”



Doug Scanlon
Development and
External Communications
Coordinator

“GiveCampus helps us find and engage new donors. It’s uncovering people connected to HCC that we had no idea were connected.”



GIVECAMPUS

THE SOLUTION

Get the right equipment, a good coach, and “ten solid advocates”

Prior to joining HCC, both Patrick and Julie worked at 4-year institutions with successful fundraising programs, and they were eager to apply some of those big-school initiatives in a 2-year environment.

Unfortunately, the only fundraising “tool” they had at their disposal was their CRM. That meant much of the process was manual and prohibitively time-consuming.

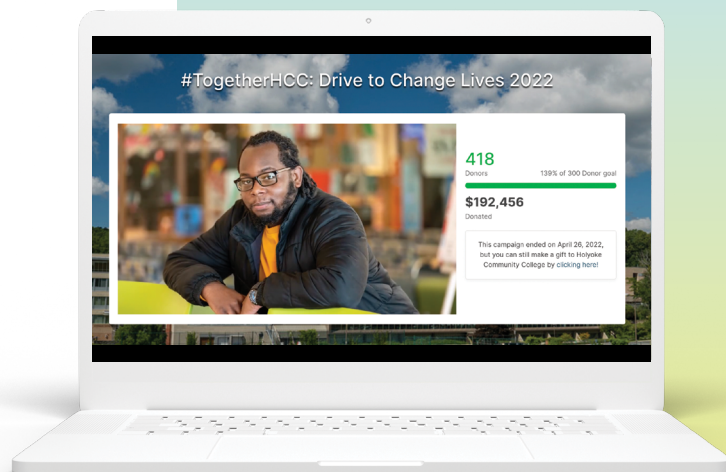
After researching a number of crowdfunding solutions, they chose the GC Social Fundraising Platform. It was affordable, easy to use, and seemed like the right tool to help get their lofty annual Giving Day goals off the ground.

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With GiveCampus, HCC not only got access to powerful fundraising technology, they also got the support of a dedicated partner success manager—and both proved pivotal as they navigated the new normal of fundraising through a pandemic, and beyond. According to Julie, “the tool is amazing, but the support is unparalleled.”

Julie credits her GiveCampus partner success manager with getting her through some of the most challenging moments in the months and weeks leading up to HCC’s first 24-hour giving day. “I swear that Cori is part therapist,” Julie explained.

“I remember feeling overwhelmed and I asked her how in the world I was going to launch a Giving Day with a staff of one. And Cory said, ‘Just find ten advocates, Julie. Find ten solid advocates.’ And suddenly, I could wrap my head around that.” Julie quickly reached out to alumni and faculty and found the starting lineup of passionate advocates she needed to rally the Holyoke Community.



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THE RESULTS

HCC raised nearly \$200,000 from 418 donors (including 135 new donors!)

After raising well over \$100,000 dollars last year and netting just shy of \$200,000 on their 2022 #TogetherHCC Giving Day, HCC has earned big-school bragging rights. They set a new record of 418 donors, smashing their stretch goal of 300. Additionally, 135 new donors made gifts in response to a generous new-donor challenge, which generated more than \$32,000.

Doug Scanlon, who joined the institutional advancement team in November of 2021 as Development and External Communications Coordinator, credits the GiveCampus social fundraising platform with helping HCC capture that elusive and highly coveted new donor segment.

"GiveCampus helps us find and engage new donors," said Doug. "It's uncovering people connected to HCC that we had no idea were connected."



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