

GIVECAMPUS

Quinnipiac University switches to GC Events and increases YoY attendance by 11%, builds 50 event pages within an hour

The Challenge

Reduce friction and frustration—both for registrants and event managers

Quinnipiac University faced a significant challenge in managing Bobcat Weekend, its largest event after commencement. This celebration combined alumni, parents, and family weekends into one, featuring over 50 unique events across three days. To pull it off, the team needed a platform capable of handling complex registrations while seamlessly integrating with the advancement services team's workflows.

The university events team had previously relied on platforms like iModules, but they lacked the flexibility and ease of use needed to provide a seamless experience—both for registrants and event managers. Guests found the event registration process confusing, and gift processing and record keeping proved cumbersome for staff. Kirsten Webb, University Events Coordinator, shared “Connecting back to advancement services was really difficult. They had to hand-pull registrants to see what they were donating to—it created a lot of extra work for everyone.”

The previous event solutions were time-consuming to set up and led to frequent attendee confusion over a process that should have been simple, adding unnecessary complications for everyone.



The Solution

Switch to a modern platform with a user-friendly interface that supports complex events and streamlines gift processing

In the summer of 2024, Quinnipiac transitioned to GC Events, excited for more streamlined gift processing and the opportunity to easily collect gifts during event registrations. Karla Natale, Associate Vice President for Community Partnerships and University Events, noted, "The training sessions, combined with the fast responses from the GiveCampus support team, made onboarding a smooth experience."

The platform's user-friendly interface allowed the team to spin up 50+ event pages within just an hour's time. Webb emphasized the ease of use as she continued to build out registration paths.

Past struggles with platforms like iModules made the team cautious about launch day. "We were fully prepared. We were sitting here waiting for the calls and emails. But we got maybe three," added Natale.

GiveCampus also proved highly responsive to feedback. When the team requested separate tracks for parents and alumni, the feature was implemented within days. "It's great to see the things we're asking for added so quickly," said Webb.

The Results

Quinnipiac sees record registrations, fewer inquiries, and increased giving with GC Events

Bobcat Weekend 2024 was a game-changer for Quinnipiac University's event management team. A streamlined registration process drew nearly 5,000 registrants and slashed inquiries to just a handful compared to dozens in previous years. For the first time, gifts totaling \$3,700 were seamlessly collected during registration, as attendees were able to easily make a donation during the checkout process.



Karla Natale
**Associate Vice President for
Community Partnerships and
University Events**
Quinnipiac University

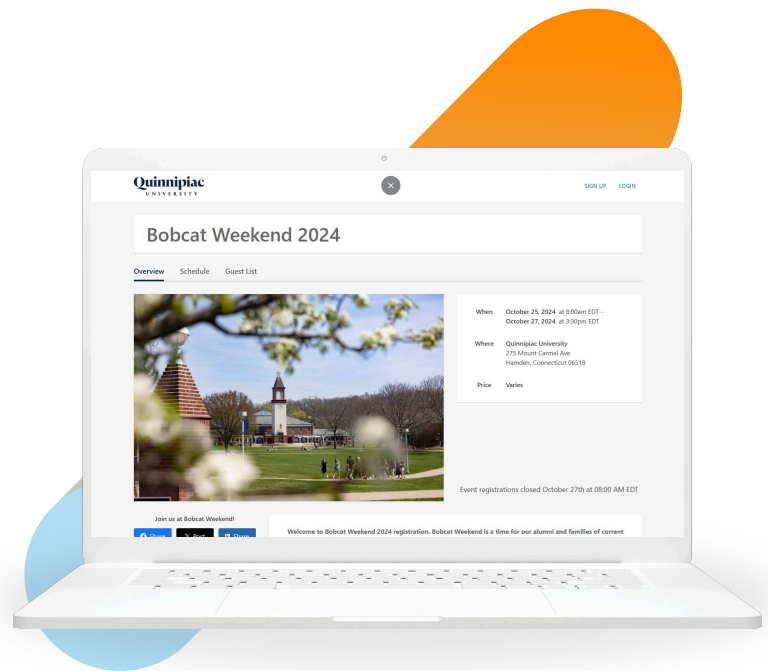
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Reflecting on the success, Natale shared, “Compared to past platforms, the registration process was so much easier for users and for us. We weren’t overwhelmed with questions or confusion—it just worked.”

Quinnipiac plans to further integrate fundraising, even for free events, to encourage alumni and family contributions. “Adding a simple option to give during registration is an easy way to help meet our gift goals,” Natale added.

The team is eager to continue collaborating with GiveCampus. “The GiveCampus product team’s willingness to adapt and improve the platform is invaluable,” said Webb.



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