

The U.S. Air Force Academy Foundation sees a 39% YoY increase in dollars raised



The U.S. Air Force Academy Association of Graduates (AOG) and the Air Force Academy Foundation (the Foundation) are two closely linked organizations dedicated to supporting the mission and long-term success of the U.S. Air Force Academy (USAFA) and its graduates. While historically separate entities, they now operate under a unified structure to streamline their efforts and maximize impact.

The Foundation serves as the Academy's fundraising engine—focused on securing private support for its strategic priorities. When federal funding doesn't quite cover the Academy's ambitions, the Foundation steps in to provide the extra lift.



THE CHALLENGE

Stale technology and limited donor payment options

In 2023, the Foundation's contract with RNL ScaleFunder, its digital fundraising provider, was up for renewal. At that point, the development team felt the platform had grown stagnant. There were no meaningful updates on the horizon—and critically, it lacked support for digital wallets. Assistant Director of Development Luke Walsh began exploring alternatives. A trusted colleague recommended GiveCampus.

THE SOLUTION

An all-in-one online giving platform built for personalization and efficiency

The Foundation partnered with GiveCampus in October 2023, initially to power its social fundraising efforts. At the time, they were still using iModules for giving forms. But after seeing better outcomes on the platform, they transitioned their forms to GiveCampus as well.

“After we saw the success we were having with social fundraising on GiveCampus, we knew we had to have giving forms too,” said Walsh.

The decision came down to ease—for both donors and administrators. GiveCampus enabled a more seamless, personalized experience, especially for their loyal donor base.

“Once we saw the ability to transfer our recurring gifts and still offer the personalization we loved on the social fundraising side, it was a no-brainer,” Walsh added.

Soon after, GiveCampus launched pledge forms, and Walsh’s team became one of the earliest adopters. While they’d previously used Zoho to collect pledges, consolidating everything on one platform streamlined things. GiveCampus effectively replaced ScaleFunder, iModules, and Zoho with a single, unified solution.

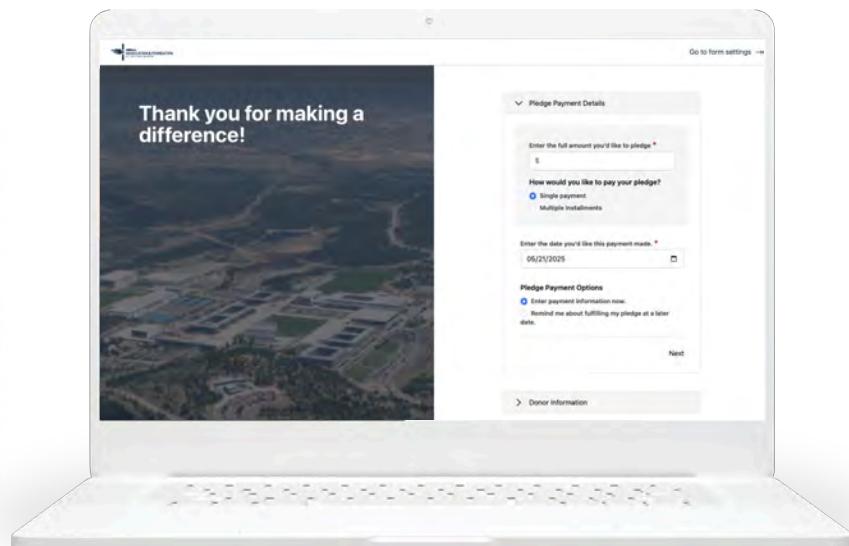
“With Zoho, things were in a million different places. We had to track this email and that,” said Walsh. “Whereas with GiveCampus, we have everything in one spot. Our gift processing team already pulls reports daily, so it was easy to add in pledges.”

Currently, the Foundation manages three active pledge forms. Walsh notes that pledges tend to appeal to older donors, especially members of the Sabre Society and alumni giving to class projects.



Luke Walsh
Assistant Director
of Development

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Digital wallets, on the other hand, have been a hit with younger donors—including cadets. In FY24, 35 percent of all online gifts came via digital wallets, with Apple Pay leading the way.

GIVECAMPUS

THE RESULT

\$4.3M raised during 1DAY1USAFA—a 39% YoY increase

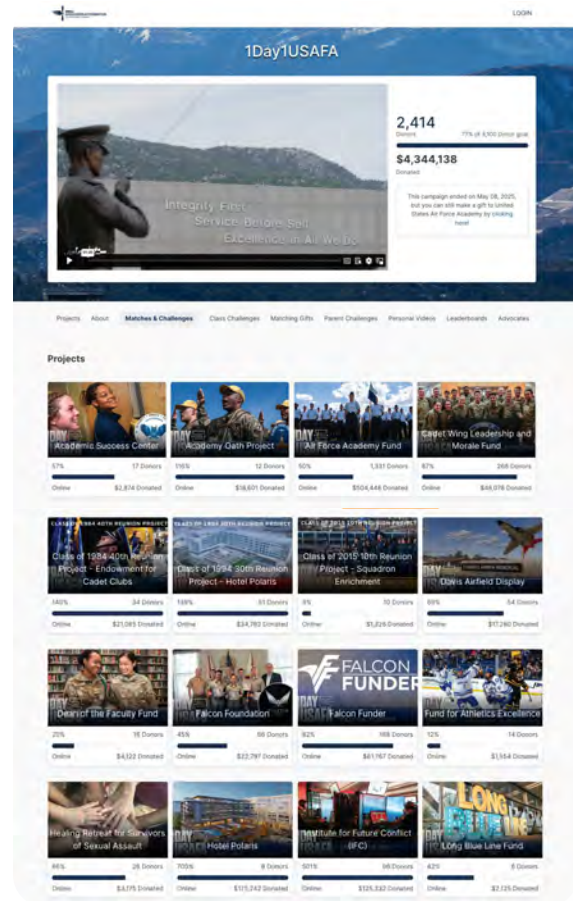
In the first six months of accepting pledges via GiveCampus, the Foundation raised more than a quarter million dollars in support of USAFA and its mission. And by the halfway point of FY25, nearly \$210K had already been contributed via digital wallets.

The Foundation's annual giving day, 1DAY1USAFA—held each May—rallies support for both current and future cadets. Since its launch in 2022, the event has seen strong, steady year-over-year growth. The most recent campaign (shown right) raised more than \$4.3 million—a 39% YoY increase and a \$3 million jump from its inaugural year.

Walsh attributes the growth to several factors: increased buy-in across the organization for what was once a development-only initiative, and a strategic shift away from the All-Academy Challenge—a five-day joint fundraising event among the nation's five service academies.

By focusing on their own message and mission, the Foundation has built strong Academy-wide enthusiasm for their giving day. The GiveCampus platform provides the flexibility and autonomy to craft appeals that feel authentic and on-brand.

As Walsh explained, “We’ve been able to use our platform, use our ideas, and truly make it our own.”



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