

Blair Academy leverages GiveCampus to double YoY online fundraising revenue

THE CHALLENGE

Take the guesswork out of gift-matching

Blair Academy, a co-educational day and boarding school founded in 1848, takes pride in fostering a culture of philanthropy among its students and alumni. The school has a large endowment, but actively solicits donations from alumni and students' families to support a number of key goals, including endowed scholarships for underprivileged students, endowments for athletic teams, fundraising for building renovations, and the Blair Fund, an annual endowment that focuses on leadership and extracurricular goals.

The advancement team at Blair Academy knew that corporate matching gifts were a valuable source of fundraising revenue that often went unclaimed. It's a well-publicized fact that a majority of donors don't even realize that their employer will match their gifts and those that do are often turned off by a manual process that can be tedious and time-consuming for donors and administrators alike.

Emma Barnes O'Neill, the Director of Annual Giving, suspected that the Academy might be leaving a sizable chunk of money on the table. She turned to GiveCampus for a solution that would take the guesswork out of gift-matching and make it easier for donors to double their impact.



Emma Barnes O'Neill
Director of Annual Giving

"GiveCampus has streamlined so much for us, and we've been able to both be creative when we need to be and be very straightforward when we need to be. And it makes the giving experience really easy for our donors."

GIVECAMPUS

THE SOLUTION

Automate the process and streamline the donor experience

Blair Academy partnered with GiveCampus to offer donors a more efficient and delightful giving experience, one that adds an automated matching-gifts tool to the school's online giving form. The 360MatchPro integration created by Double the Donation enables donors to see if their gift is match-eligible simply by entering their employer's name on the confirmation form and clicking the 'Let's check!' button. If there's a match, Double the Donation automatically provides the donor with the form needed to fulfill their match.

"The automated messaging is so helpful because we don't have to watch it as closely—we are a 12-person team, so efficiency is key," says Barnes O'Neill. In the past, staff members spent significant time researching matching opportunities for donors manually. Now that the process is automated, the team has more time to focus on more strategic initiatives.

Meanwhile, the number of gifts identified as match-eligible has skyrocketed, and Barnes O'Neill says the donations are coming from a more diverse pool of companies: "It's not just the age-old ones like Johnson & Johnson or Goldman Sachs, the ones that people know have matching gifts, it's smaller or more localized ones too."

GiveCampus also offers the flexibility to customize campaigns, so that younger alumni who aren't in the workforce yet don't receive corporate matching requests. Barnes O'Neill is impressed by the platform's ease of use, with seamless functionality to modify each campaign's features based on its goals and audience, so that the team is able to personalize campaigns for heightened engagement. Regardless of the type of campaign, the donation process is intuitive and far quicker than Blair's previous solution, facilitating a strong user experience that drives higher conversions.


THE RESULTS

YoY revenue doubled in 2021 and 2022!

"Our online giving was \$503,000 in fiscal year 2020, and we did almost double that in FY 2021 \$1.5 million with only using GiveCampus for the last four months of the fiscal year. Then in FY 2022, we doubled it again," says Barnes O'Neill.

She credits that increase to both the speed and ease of donating through the platform, and the matching gift automation. The school saw a 32 percent increase in matching gift revenue in the first year of the integration, with \$303,601 in matching dollars that may not have otherwise been identified.

The ROI of the fundraising technology integration has been significant, adds Barnes O'Neill. "It wasn't a huge dollar amount for us internally for what we were getting in return. The platform has raised so many dollars that we didn't have to put in the effort to chase. That far outweighed the cost that we were spending on the technology."

 **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