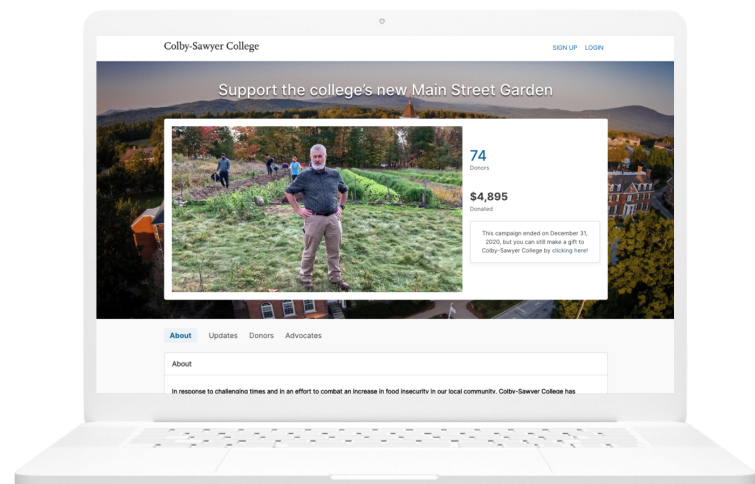


Colby-Sawyer College uses GiveCampus to find and engage high- net-worth donors

THE CHALLENGE

Address local food insecurity

When faculty and students at Colby-Sawyer College transformed an unused field on campus into a garden, their plan was to grow fresh produce to help address food insecurity in the surrounding community. What they didn't realize is that they were also creating an opportunity for the College to connect in a meaningful way with new and existing donors.



THE SOLUTION

Crowdfund a community garden

Luke Gorman, Director of Annual Giving and Operations, **created a crowdfunding campaign** using **GC Social Fundraising** to support their efforts. Local alumni and friends quickly rallied behind the campaign, donating the funds needed to purchase tools and plants. As a result, the students were able to grow more than 1,300 pounds of fresh produce. The harvest was distributed to local agencies to address the needs of their constituents.

GIVECAMPUS

THE RESULTS

Cultivate and grow their major gift pipeline

The success and impact of this small but mighty crowdfunding campaign was just the beginning. While the average gift size of the campaign was \$100, the GiveCampus wealth screening tool **GC Wealth** revealed that 12 of the campaign's donors had significant additional philanthropic potential—specifically, a combined net worth of more than \$60 million and an estimated total 5-year philanthropic capacity of more than \$3 million.

What's more, 7 of these 12 high-net-worth donors had never made a gift to the College before and were not on the College's radar. Thanks to GiveCampus, the College was able to thoughtfully steward these new \$50k+ prospects and design a strategy for continued engagement that aligns their passions with the College's funding priorities.

In addition to leveraging the GiveCampus platform to power crowdfunding campaigns and giving days, Colby-Sawyer also uses **GC Giving Forms** to streamline their everyday online giving and offer donors more ways to pay—including Venmo and PayPal. Best of all, the same wealth screening solution that flagged high-capacity donors to their crowdfunding campaign, also works with Giving Forms, so staff can easily glean the same insights on individuals who choose to support everyday initiatives.

By using GiveCampus to power multiple initiatives, Colby-Sawyer has been able to witness tremendous impact across its entire fundraising strategy. According to Luke, "We would not have acquired these donors or known about their significant philanthropic potential without GiveCampus. The platform connected the dots for us in real-time, putting us in a position to engage and steward them at a deeper, more meaningful level."



Luke Gorman
Director of Annual Giving
and Operations

Colby-Sawyer College

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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