

After a one-year hiatus, Susquehanna turned to GiveCampus to jumpstart their fundraising efforts

THE CHALLENGE

Re-energize donors during challenging times

The advancement team at Susquehanna University knew that alumni giving trends were generally stagnant, and that they needed to re-energize their community with a strong Giving Day campaign.

In 2020, as the University prepared to launch their third annual Giving Day, they fully expected numbers to continue on a downward trend. Moreover, as the pandemic hit full stride, they feared that building year-long fundraising momentum would prove especially challenging.

After testing the waters with a different vendor the year before, Susquehanna's advancement team returned to GiveCampus for help jump-starting their 2020 initiatives.

THE SOLUTION

Leverage advocacy and gamification tools to drive engagement

In March, Susquehanna used **GC Social Fundraising** to successfully launch their annual online Giving Day called "One SU Day." Some 61 advocates helped to spread the word, sharing campaign challenges and matches with their peers. The University not only met 101% of their donor goal, they raised more than \$200,000, and managed to bring in 100+ additional alumni donors than they did the previous year without GiveCampus.

On the heels of their Giving Day success, SU launched an athletics campaign, a student emergency fund appeal, and two record-breaking mask campaigns—including one that garnered gifts from 400 LYBUNTS.

\$200,000+

The One SU Day campaign raised more than \$200,000 and attracted 100+ more alumni donors than the previous year

GIVECAMPUS

THE RESULTS

Peer-to-peer outreach helped win the day—and kicked off a record-breaking year of fundraising firsts

Building on the momentum of One SU Day, the team was able to quickly spin up a dedicated campaign for the Student Care Fund, which helped students transition to online learning, supported students with food insecurity at home, covered travel costs, and maintained a campus pantry.

Lauren Redfern, Director of the SU Annual Fund, shared that they typically raise \$1,000 per year for the Student Emergency Fund. But in 2020 they raised more than \$30,000—including \$20,000+ generated online via GiveCampus.

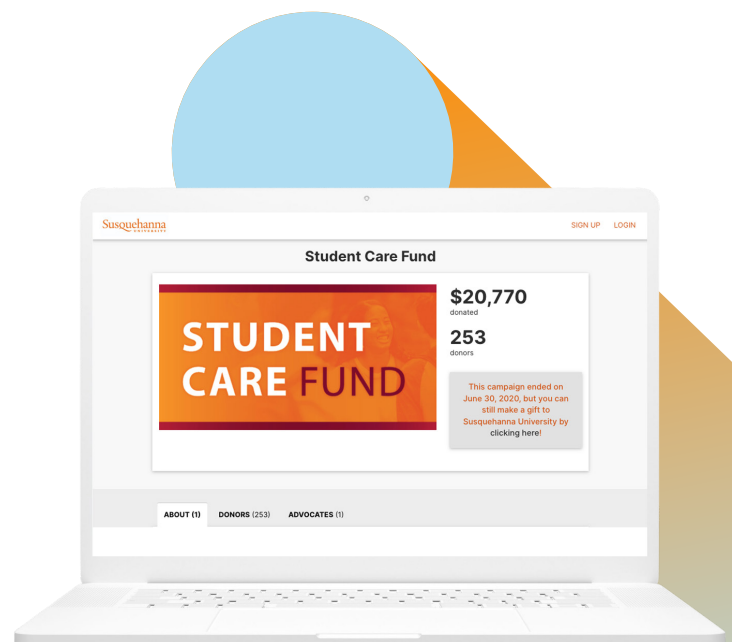
GC Social Fundraising also positioned SU to run multiple campaigns that highlighted impact for the SU community against the backdrop of COVID-19, including two mask-themed campaigns:

- **The Athletics Mask Campaign:** This appeal helped raise money to support the University's athletics program and used the GiveCampus incentives feature to reward donors with an SU-branded face mask. The campaign hit 500% of their donor goal, with 255 donors participating.
- **The SU Mask Campaign:** This broader appeal encouraged donors to make a \$25 gift to any area of the University to receive a free SU-branded mask. This campaign also dramatically exceeded its 100 donor goal by



Lauren Redfern
Director of
SU Annual Fund

"It was invaluable to have a real partnership with GiveCampus that gave our team extra support. To have someone in your corner who can not only share best practices, but also be a real partner to your team during a stressful fundraising period is so special."



GIVECAMPUS

Ultimately, Redfern credits GiveCampus for making it easier for donors to give and easier for the advancement services team to process gifts. She shared that GiveCampus was such a strong all-around fit for their Giving Day and subsequent campaigns because of the improved donor experience and streamlined backend processes.

Donors have highlighted how helpful it is to have mobile-friendly forms, and that Apple Pay and Google Pay make it even easier for them to give with just a few clicks.

Redfern also shared that the process of mass-importing gifts and easily tracking incentives has been invaluable for their data team. Knowing that the data is easy to report on and reconcile on the back-end has allowed the SU advancement team to be more creative with incentives, tournaments, and other forms of friendly competition and motivation. They also appreciate that the process for sending official receipts to donors for their tax-deductible gifts is seamless.

Kristen Ritzman, Director of Advancement Data at SU, shared that the GiveCampus reports required very little training for the Finance team, and that GiveCampus made it easy to send batch imports to Ellucian Colleague, their enterprise resource planning (ERP) system.

Finally, the passion and care that the SU advancement team is now able to incorporate into every campaign, is making the donor experience more delightful for everyone. Redfern says that the GiveCampus advocacy features are moving the needle.

“One thing we hear all the time, and love hearing, is that the matches and challenges features really appeal to our alumni,” Redfern explained.

“Sometimes it’s hard for people to feel like their single gift makes a difference—but when they feel like their gift is inspiring others to give back, that changes the game.”



Kristen Ritzman
Director of
Advancement Data

“Using the GiveCampus platform resulted in an over 50% reduction of manual gift entry hours in the days following our Day of Giving. This was a huge time savings that allowed us to provide accurate donor and dollar counts and analysis to our senior administration more quickly.”

G 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