

Dallas Baptist University achieves 155% of their donor goal with half the effort

CHALLENGES

No purpose-built way to capture online donations, low young alumni engagement, and a siloed fundraising operation

Dallas Baptist University (DBU) is a nationally ranked Christian University that offers a variety of educational opportunities for individuals of all ages and academic backgrounds. The DBU community includes more than 4,300 students, representing 60+ countries around the world. Their mission is to produce servant leaders through the integration of faith and learning.

Prior to partnering with GiveCampus, the DBU advancement team had no purpose-built solution for capturing online donations. “The donor experience was clunky,” says Carson England, Director of Strategic Initiatives, Office of Advancement. “You never knew where you were in the process—if you had two more steps or five more steps to complete your donation.”

Also, the school’s donor base tends to skew older and the advancement team recognized a streamlined online giving solution would better allow them to expand their reach and engage a younger demographic. “There are a lot of young alumni in Dallas who we know are aligned with our vision, mission, and values, and want to get involved. One of our main goals is to generate awareness and help more people recognize the impact fundraising and advancement can have on the University as a whole.”

That segues into the third challenge, a siloed fundraising operation that relied exclusively on the efforts of the Advancement Office and the President’s Office to generate revenue. The advancement team sought a way to get more departments involved in campus-wide Giving Days and saw social fundraising as a way to bring more university stakeholders and contributors into the fold.

GIVECAMPUS

SOLUTION

Streamline the online giving experience for donors and make campaign creation, gift processing, and reporting easier for admins

DBU first partnered with GiveCampus in 2021, purchasing a subscription to GC Giving Forms as an alternative to the more cumbersome system they shared with the Cashier's office. England cites ease of use and a better branded experience as key differentiators. "The donor experience is so streamlined and simple now and the forms look great. It's just a much better solution for us, not to mention all the great back-end stuff that we can do with reporting."

On the heels of this success and buoyed by the support of the GiveCampus partner and account teams, DBU decided to expand the online giving solutions in their toolkit, adding GC Social Fundraising, GC Wealth, GC Wallets, and GC Connect to the mix.

"I think one of the best things about GiveCampus is the support we get—the relationships we've had with Jed, Brian, and Emily. It's one of the biggest reasons that we've added more GiveCampus solutions. I've always felt like I could reach out and have an answer for any sort of problem or question in under an hour."

Onboarding to the social fundraising platform and unlocking access for other members of the larger campus community was easy and intuitive. Members of DBU's marketing communications team were able to quickly go in and add graphics and visual elements that accurately reflected the University's brand standards, something they couldn't do before.

DBU's gift processing team benefited as well. England says that, "Last year they spent more than two weeks processing gifts and this year they were done in two or three days. That was a big step for us, especially when you consider the huge volume of gifts that came in on our recent Giving Day."

England also referenced the self-serve support articles available on GiveCampus University (GCU). "The resources you have available and the guidance you provide for setting up a campaign are super helpful. In fact, when folks started asking me if we should adjust our Giving Day goal or make it higher, I was able to point back to an article from the knowledge base that said we shouldn't raise the goal because GiveCampus' research showed that donors want to be a part of a winning campaign and would continue to give once we met our goal."



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RESULTS

This year's online Giving Day campaign attracted double the number of donors and even inspired a major offline gift of \$50,000

DBU launched their first Giving Day on the GiveCampus social fundraising platform in May of 2023 and absolutely crushed their donor goal of 250. The campaign raised more than \$214 thousand dollars from some 389 donors—more than double the number of donors who gave the previous year. Plus, a whopping 170 of those who gave this time around were actually first-time donors—a highly coveted segment that the DBU Advancement team was hoping to attract.

England said that adding social fundraising and mobile wallets to the mix was “a game changer” that drove more traffic, engagement, and donations, “We were able to cut the number of people needed to execute our Giving Day activities in half and still managed to convert double the number of donors. Plus we were able to deliver the kind of donor experience people are used to getting at institutions with greater resources at their disposal —and a lot of our donors noticed.”

In fact, one new donor was so impressed with the online campaign that they decided to write a check for \$50,000. The donor had started to make a donation online, but for whatever reason, did not complete the transaction. The GiveCampus platform automatically captured the donor's data and generated an incomplete gift nudge reminding them via email to complete their donation—and they did! The donor appreciated the follow up and promptly mailed a check.

England adds, “The ability to automatically send incomplete gift nudges was something we were unable to do before. GiveCampus clearly helped us capture a major gift that might otherwise have been lost.”

England says they've only scratched the surface of social fundraising, “We've really only used the basics of what the platform can do. We're excited to dig into the capabilities more in the future and help our small team produce big results.”



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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