

DePauw University leverages GiveCampus to attract younger donors with a seamless online giving experience

THE CHALLENGE

Offer digital payment methods and a user-friendly giving experience

DePauw University is a top-ranked, private liberal arts college in Greencastle, Indiana that serves roughly 1700 students and boasts a strong culture of philanthropy among its alumni.

Over the years, DePauw has relied on the same loyal cohort of donors to help fund the school's various initiatives.



As these faithful constituents inevitably age out of DePauw's fundraising programs, their small but mighty Advancement team faces a challenge familiar to many of their peers in higher ed: They need to expand their donor base.

The Advancement team began shopping for a new online giving solution in 2023 that would allow for more common modes of giving like digital wallets.

Teresa Goddard, DePauw's Director of Development Services, said they had two key requirements,

"We needed to provide a seamless donor experience and offer Venmo as well as other digital wallets. I mean it was that simple."

Previously, the Advancement team's main foray into online social fundraising was a single giving form that was "clunky" according to Goddard.

GIVECAMPUS

DePauw's Alumni Engagement Director, Randa Hammett, echoed her colleague's sentiment, "One of the things that we felt very passionate about was making the giving experience as easy and as appealing as possible.

DePauw also needed a solution that would be easy to navigate on the backend as well. They were in the middle of onboarding Al Smith, the newly minted Associate VP of Annual Giving and Alumni Engagement, and were just weeks away from launching their fall Giving Week campaign. No one had time to get bogged down by complicated tech.

THE SOLUTION

Create a frictionless donor experience with easy access for new and lapsed donors

DePauw signed with GiveCampus in July of 2023 in the midst of prepping for their inaugural #OneTeamDePauw fall Giving Week campaign. The campaign aligned with the university's annual rivalry football game against Wabash College—an event that would prove to be a catalyst for a surge of giving. Once they were fully onboarded to the GC Social Fundraising platform, Smith and Hammett quickly began building out a gamified giving experience geared toward younger donors and faculty.

The heavy influence of athletics ultimately helped aid the success of the campaign. "During the campaign one of our biggest rivalry football games happened. DePauw won [33-30 in double overtime] and we saw giving to football explode after that," said Hammett.

Despite working against a tight timeline this team of two was able to stand up their first giving form in just ten days—a testament to the accessibility of GiveCampus.

"I was able to figure out all the tools—so the interface is super intuitive," said Hammett.

A primary goal for the campaign was to make the giving experience as seamless as possible. GiveCampus made this straightforward with its mobile-first giving form and ability to offer digital wallet payment methods.

The flexibility of tiered campaigns also was an asset. While the campaign was largely focused on DePauw athletics, the tiered campaign structure allowed them to highlight other initiatives that benefited DePauw's students beyond their sports teams.



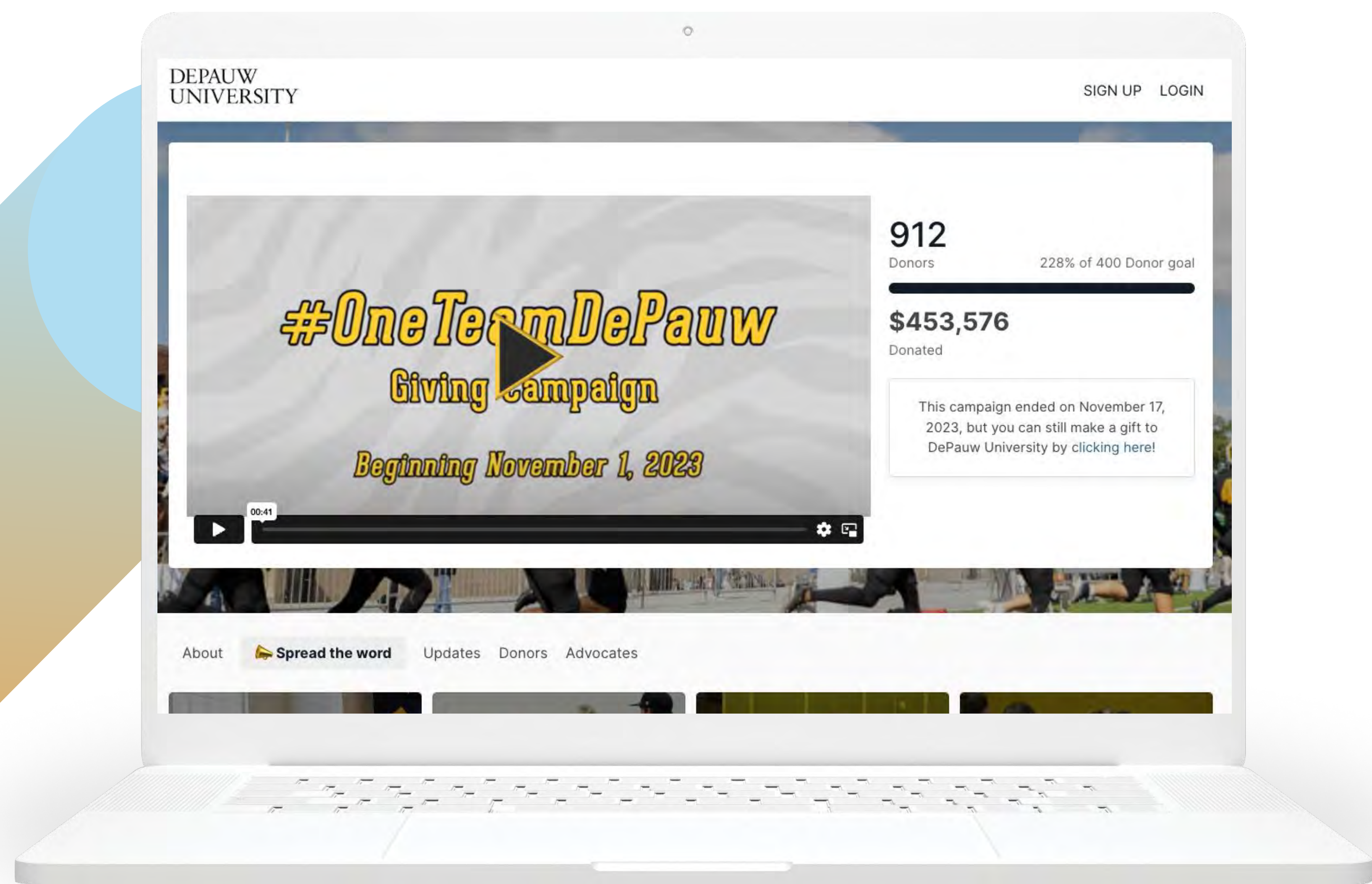
Randa Hammett
Senior Alumni Engagement
Director, DePauw University

"I think football is probably the biggest success story of that day. In part, because the campaign was able to align with the season and the success of the season. We were able to take advantage of the GiveCampus Updates feature to blast out game day alerts. We hoped these updates would inspire them to give and to share that message with other people."

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THE RESULTS

DePauw achieved 228% of their donor goal with > 50% of gifts made via digital wallet



The DePauw Advancement team kicked things off with GiveCampus with a triumphant first GC Social Fundraising campaign. However, the Advancement team is just getting started as they continue to uncover additional benefits and ways to leverage the platform.

“The platform is an interesting asset where we can do a lot of not only fundraising but also engagement and marketing,” said Smith.

While they’re excited to continue to test and iterate with GiveCampus, the team’s original draw to the platform—a seamless donor experience—will continue to be a thread in their online giving success.

“I think if we can remove as many obstacles and barriers to giving as possible, it just really creates an opportunity for us to make things easier for people and ultimately raise more dollars,” said Hammet.

The OneTeamDePauw Giving Campaign beat its donor goal of 400 by more than 500 donors and raised over \$450,000. While the campaign’s success is testament to the hard work of the Advancement team, it’s clear that the accessibility that GC Social Fundraising offered donors helped drive results. The campaign saw an almost 60 percent conversion rate on its giving form and 56 percent of gifts were made via a mobile device. Additionally, more than half of the campaign gifts were made via a digital wallet—highlighting just how valuable it was to have these payment options for donors.

“GiveCampus just paid for itself,” Goddard said during the campaign debrief call with their GiveCampus Partner Success Manager.

Millennials accounted for the majority of donors and there was also a large influx of Gen Z donors—a victory in light of their goal to attract a new cohort of younger donors.



Teresa Goddard
Senior Director of Development
Services, DePauw University

“GiveCampus just paid for itself.”



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