

# GIVECAMPUS

## GC Online Giving

# Raise more dollars from more donors, all from one place



Get everything you need to fundraise online including best-in-class solutions to ensure a fun, frictionless experience for donors, smart AI-powered workflows for admins, and better results all around.

## Unlock a new level of donor engagement with GiveCampus, making every interaction:



### Frictionless

Make it easy for donors to give directly to the causes that inspire them using the giving vehicles and digital wallets they prefer.



### Personalized

Create tailored giving experiences with the right asks, at the right time, and with communications that are personal, targeted and at scale.



### Engaging

Harness the power of peer-to-peer to engage new donors through crowdfunding and giving day campaigns that leverage matches, challenges, and advocacy tools.



### Connected

Communicate with your constituents using integrated email, text messaging, and video, reaching intelligently generated “smart segments” and building authentic and lasting connections with donors.

## Turn your social fundraising dreams into reality

Run a record-breaking Giving Day with the #1 platform to drive participation and help constituents feel truly connected to your institution. Enjoy sleek design and easy setup. Benefit from industry-leading, peer-to-peer advocacy, social sharing, gamification, and unmatched donor conversion rates.

**Community Advocates**  
Generated 78 Clicks and 24 gifts, totaling \$2,680

**418**  
Donors  
139% of 300 Donor goal

**\$192,456**  
Donated

Donation Challenge  
**5000 Donor Challenge**  
\$100,000 if 5,000 donors give in the next 2 months.

**Challenge Complete!**

Offered by 5000 Donor Challenge

video

- **Make generosity contagious**

Inspire giving through matches and challenges, foster friendly competition with flexible leaderboards, and encourage participation with peer-to-peer sharing tools.

- **Tap into the power of community-driven crowdfunding**

Source, review, and publish community crowdfunding ideas on engaging, customizable campaign pages to inspire new donors.

- **Connect effectively with personalized videos, targeted emails, and SMS**

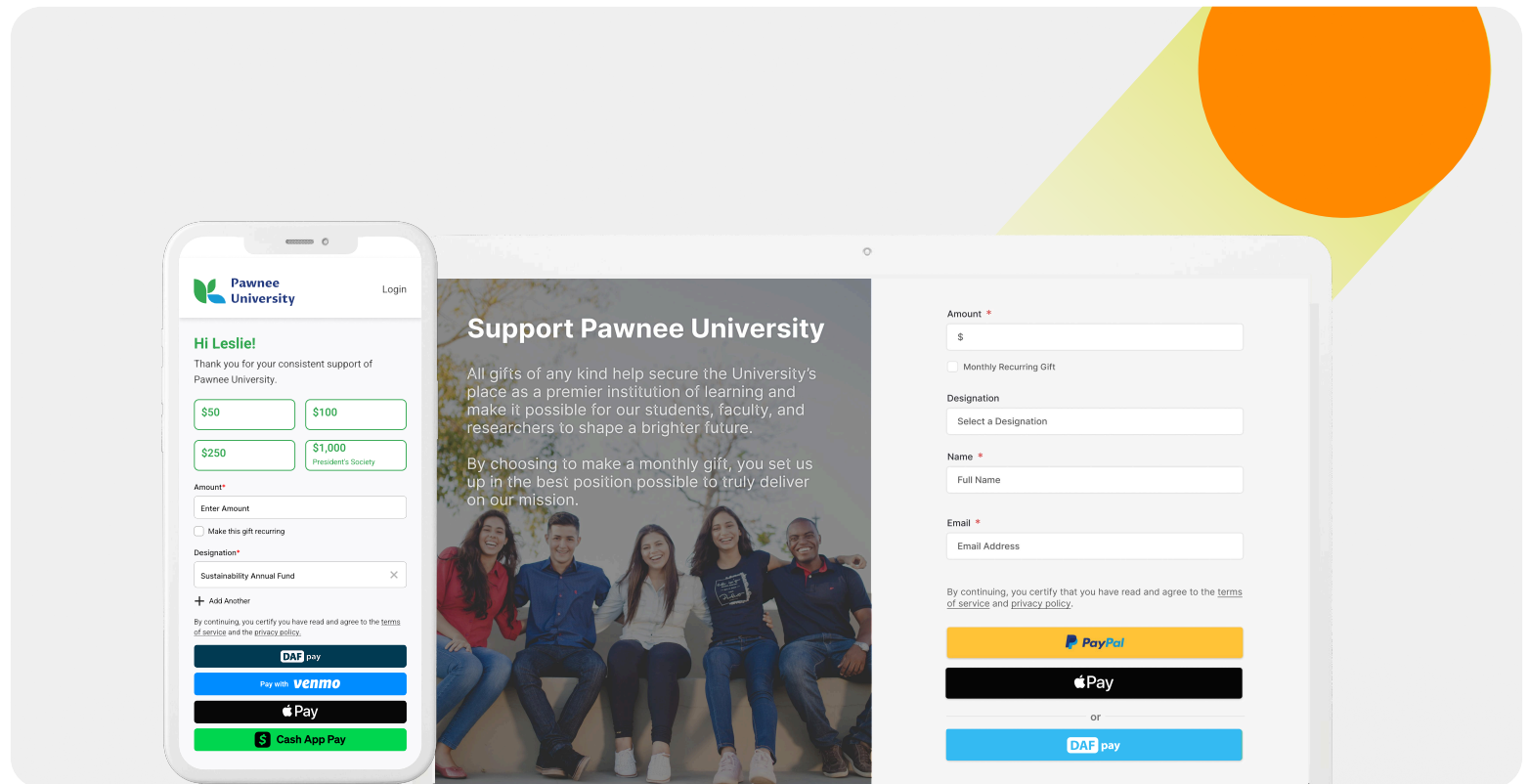
Drive donors to your campaigns from multiple channels with just a few clicks—and easily filter send lists to exclude recent donors.

- **Take control with exceptional configurability**

Easily tell your story, brand your campaigns to reflect your institution, and highlight the affinities, interest areas, and communities that matter most to your donors.

## Power your everyday online giving with proven results

Meet the giving form with the industry's highest donor conversion rate—boosting conversions by 15% on average. Sleek, modern, and easy to set up, it offers a fast 'checkout' designed to inspire giving in the crucial few seconds you have your constituent's attention.



- **Offer modern payment options, on the go**  
Accept digital wallets, DAFpay, ACH, cards, and crypto via mobile-first giving forms—ensuring donors can give easily anytime, anywhere.
- **Maximize impact with recurring giving and pledges**  
Achieve 10x returns by turning one-time gifts into sustained support. Offer donors easy, customizable giving options, ensuring predictable income.
- **Make giving more personal**  
Create a true 1:1 giving experience at scale—tailored to each donor, with personalized greetings, recommended designations, and AI-suggested ask amounts.
- **Automate the entire corporate gift matching process**  
Dramatically increase corporate matching revenue by automating the match process from start to finish with 360MatchPro by Double Donation.

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## UTFI sees a 23% increase in online giving after transitioning to GiveCampus

From February 26 to June 3, the Foundation raised more than \$2.3 million online, up 23% from the same period the previous year. And 30% of those gifts came through a digital wallet option, up a whopping 73% from the year before.



## DePauw University's first GiveCampus campaign achieved 228% of their donor goal

DePauw's #OneTeamDePauw appeal drove record-breaking support for student athletes in the classroom and on the field. A staggering 912 donors made a gift—eclipsing their 400-donor goal. Plus, more than half of all donations were made via digital wallet.



## SAES has seen a six-fold increase in online donations since partnering with GiveCampus

St. Andrew's Episcopal School (SAES) has consistently grown their online fundraising revenue for the last five years. Since partnering with GiveCampus, they've seen a six-fold increase in online donations.

See GC Online Giving in action today. [Book your demo today!](#)



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