

Hathaway Brown leverages GiveCampus to personalize their annual Giving Day with a tiered campaign



THE CHALLENGE

Appeal to individual donors on a more personal level

Hathaway Brown is an all-girls K-12 independent day school with a coed early childhood program located in Shaker Heights, Ohio. Enrollment is just shy of 900, serving students from an Infant and Toddler Center through high school.

Although the school enjoys a strong culture of philanthropy among all generational cohorts, they've made a recent concerted effort to appeal to their young alumnae segment.

Hathaway Brown's annual Share the Love Giving Day, initially launched in 2019, always does a great job of galvanizing their community, generating excitement, and encouraging gifts from their alumnae and parent base. But in 2022, the advancement team decided to test a more personalized approach to their annual appeal.

"We strategically introduced the idea of choice in a way that we hadn't previously. Donors were able to choose from six areas of support that aligned with our school's brand messages rather than only being solicited for the unrestricted annual fund," says alumna and Director of Advancement Clarke Leslie.

This new campaign strategy allowed the Giving Day team to create content about the impact of a particular gift in a given area before someone even donated. They wanted to create a campaign that appealed to individual donors on a personal level, rather than have just one single overarching campaign message.

"I also think it allows the donor to take ownership in that part of the gift-giving experience, which we know especially resonates with younger generations of givers," says Leslie.

To execute this new structure, the advancement team needed to leverage a solution that enabled them to display educational messaging for different affiliations within the same giving day campaign.



GIVECAMPUS

THE SOLUTION

Create tiered crowdfunding campaigns tailored to a specific cause or affiliation

Although the advancement team at Hathaway Brown had been using GiveCampus since 2018, they were excited to try out some of the platform's extended functionalities for this new personalized approach to their annual Giving Day appeal.

"The tiered campaign capability within GiveCampus aligns perfectly with [our] strategy because we were able to tell discrete stories for each of the giving areas with an individual webpage or landing page and video while having each of those roll up into the main campaign page and totals," says Leslie.

They also used matches and challenges to further personalize their Share the Love campaign. Rather than trying to gamify the giving experience, they used these Giving Day contests to provide additional opportunities for donors to feel connected to a specific cause or affiliation.

"I try to keep our matches and challenges meaningful and clear how they inspire donors by highlighting a particular area, like faculty excellence, or a particular donor segment, like current parents or grandparents," says Leslie.

The advancement team also leveraged GC Wallets to appeal to their younger donor segments by reducing friction and offering multiple ways to give.

"We certainly promoted giving options through digital wallets like PayPal and Venmo—and 59 percent of our donors used digital wallets to give, vs. 40 percent through credit cards."

GiveCampus allowed for flexibility and personalization across multiple elements of Hathaway Brown's campaign. Ultimately, this helped the advancement team reach their goals and produce a prosperous Giving Day.



Clarke Leslie
Director of Advancement

"GiveCampus is always working on the next best thing in online giving and user experience to make my job easier so I have time and mental space to apply elsewhere!"

GIVECAMPUS

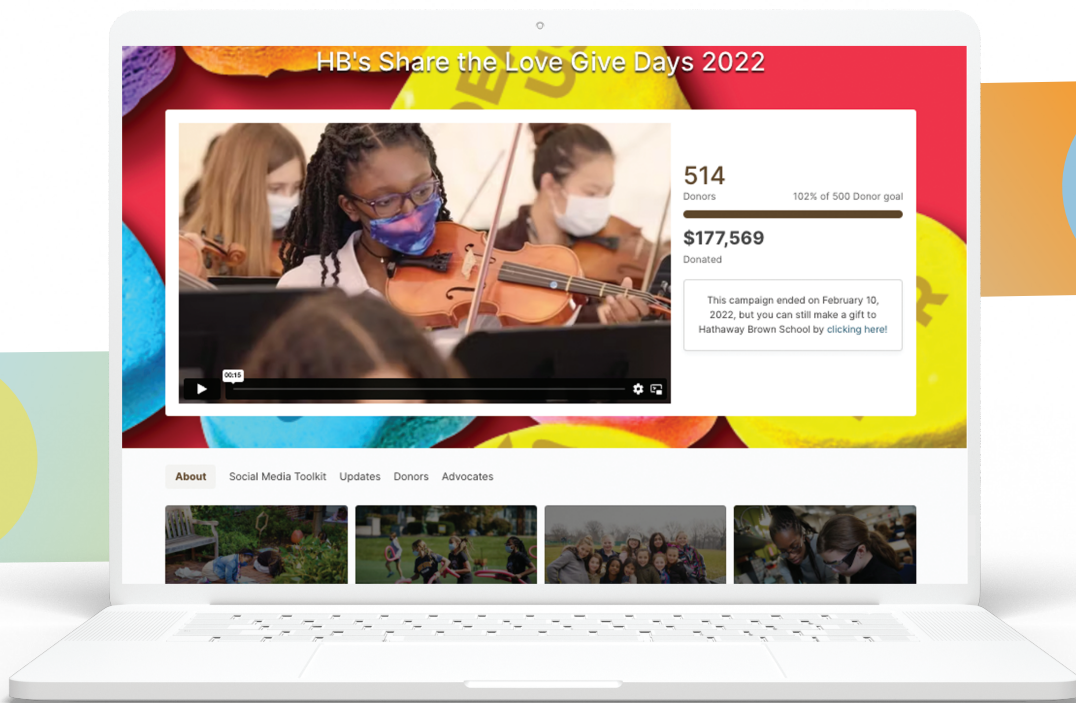
THE RESULTS

Consistent year-over-year growth

In the two years since Hathaway Brown launched their personalized Share the Love tiered strategy, the annual Giving Day has netted increasingly impressive year-over-year (YoY) revenue results. They achieved 25 percent YoY growth in 2022 and a whopping 47 percent in 2023. They also easily beat their donor goal of 500 both years.

Beyond the quantitative success GiveCampus helped Hathaway Brown achieve, the platform also reframed how Leslie and her team approach fundraising in general.

“We worry less about the logistics of capturing a gift or the online donor experience, because GiveCampus has that totally covered. That leaves room to be strategic, try new tactics or messaging, etc.,” says Leslie.



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