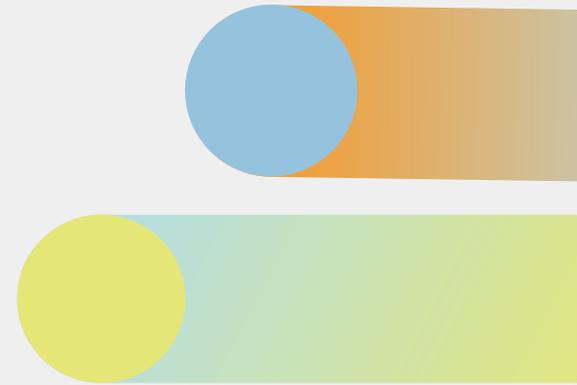


Ohio University uses GiveCampus to streamline event workflows, improve the registrant experience, and more



THE CHALLENGE

Clunky workflows that make building event registration pages a time-consuming chore

Ohio University is a public higher education institution in Athens, Ohio, with roughly 15,700 undergraduate students. Graduates of the University are automatically enrolled in the school's Alumni Association and considered "Bobcats" for life. With more than 290,000 living grads, the association boasts an active alumni community and hosts numerous monthly networking events across the country and around the globe.

Supporting the planning and execution of those gatherings, and a slew of donor relations events, keeps Megan Bulow busy year round. Bulow, the University's Assistant Director of Advancement Events, creates as many as five event pages a week and manages upwards of 30 active events at any one time—so efficient workflows are essential.

While the solution the University's Advancement team had been using for the last 8 years did the job, the interface was clunky and building out event pages had become increasingly cumbersome and time-consuming.

The platform simply wasn't built to accommodate the University's robust events calendar and it was missing a key feature on the annual giving office's wish list—namely the ability to accept gifts.



Megan Bulow
Assistant Director of Advancement Events
Ohio University

"I'm **saving a lot of time** because GiveCampus is easier for me to use than our old platform."

THE SOLUTION

A modern event registration platform that integrates seamlessly with fundraising solutions

In 2023, when the Advancement team was looking to upgrade their giving form and social fundraising technology, they learned that GiveCampus had just released a new event registration and ticketing solution. The idea of a comprehensive platform that integrated multiple solutions and streamlined workflows was appealing, but ultimately it was the promise of a dedicated Partner Success Lead and reliable support that sealed the deal for OHIO's Advancement folks.

"We were looking at the different features and liked what we saw," said Bulow. "But it was also the people we met with. We got the sense that there was going to be more support from GiveCampus compared to other platform providers."

In July of 2023, the University purchased both GC Giving Forms and GC Social Fundraising, and began a six-month trial of GC Events. Bulow realized workflow efficiencies immediately. Building out an event page took half the time, plus the platform empowered the team to work more collaboratively, giving Bulow additional hours back in her week.

"I'm saving a lot of time because it's easier for me than what we were doing before. Now I can just give people access and they can go in and find what they need—I don't have to do it for them," said Bulow. "I feel like with the old system I spent a lot of my day pulling reports for people."

Pleased with the initial trial results, Ohio University purchased the Pro version of GC Events in November of 2023. To date, they have hosted more than 80 events on the GiveCampus platform including regional alumni happy hours, virtual career workshops for alumni and students, pre-game "tailgating" events, and class reunions.

Bulow reports that the GiveCampus product team's dedication to continuous development is invaluable, as new features and improvements consistently address the real-time needs and requests of users like herself.

"There were some things that when we first began with GC Events, it didn't have—like the ability to host complex events. But these capabilities were quickly added," said Bulow. "GiveCampus continues to release new features and, at this point, it seems to happen weekly."

Beyond increased efficiencies and frequent product updates, the Advancement team also appreciates the ability to add giving opportunities to an event page. GC Events lets you feature any GC Social Fundraising campaign or GC Giving Form directly on your event page so attendees can RSVP and make a gift at the same time.



Gail A. Dreitzler
Assistant Director, Network
Engagement
Ohio University

"GiveCampus makes it easy to give admin rights to those who need it. I enjoy being able to pull lists for events and easily check on registration numbers without having to request these things."

GIVECAMPUS

THE RESULTS

Significant time-savings for admins, a better experience for registrants, and a new source of revenue for the University

In addition to being easier for everyone on the back end, GC Events is delivering a modern and more user-friendly registration experience for attendees as well. Registrants appreciate both the aesthetics and ease of use. Bulow describes the new pages as “simple, clean, and modern.”

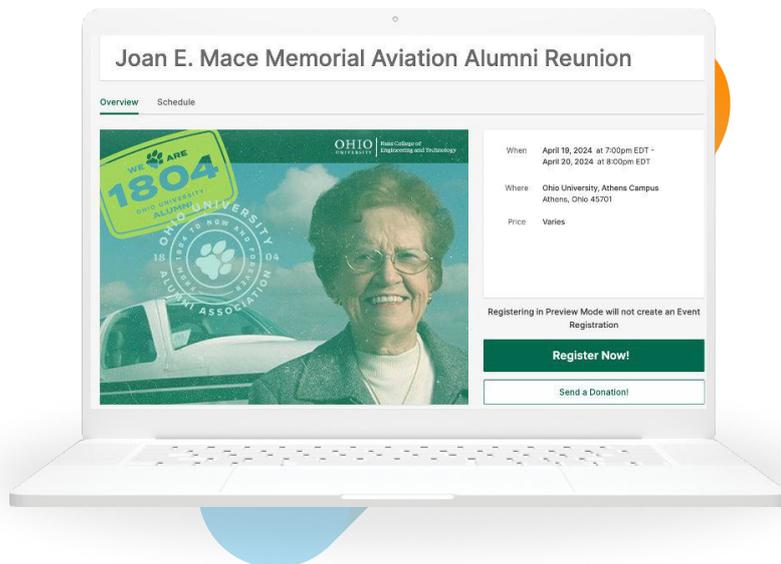
The Advancement team also appreciates the ability to sync the registration experience with fundraising opportunities. In fact, the very first event page they published with a “Send a Donation” button generated a surprise \$500 gift from a single attendee.

“I thought, ‘Wow, this is really working,’” said Bulow. “People are receptive [to donating] even when the only prompt is on the event registration page.”

While they don’t connect campaigns and giving forms to every event, Bulow said they’ve continued to see gifts come in on pages where they do offer registrants the opportunity to donate.

Ultimately, the transition to GiveCampus proved to be very rewarding for Ohio University. On the backend, Bulow and her team now enjoy streamlined event creation and enhanced access to crucial reports and event data. The attendee experience was elevated as well, making it easy for the Bobcat community to not only register online, but make a donation at the same time—helping to boost the Advancement team’s fundraising efforts in a new way. Moving forward, Bulow is eager to see how the latest GC Events enhancements will continue to improve their experience

“I get really excited every time a new feature is released and can’t wait to try it out,” said Bulow.



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