

# Annual Day of Giving

## Campaign Summary

Total Donors

1,823

Total Dollars

\$613,158

Peer Advocated Gifts

79

Average Gift

\$268

### Dollars Breakdown

Online Dollars

\$488,234

Total dollars pledged online through GiveCampus, including recurring commitments.

Recurring Dollars

\$3,253

Total dollars pledged as recurring gifts to be processed through GiveCampus.

Offline Dollars

\$124,924

Total dollars entered as offline gifts.

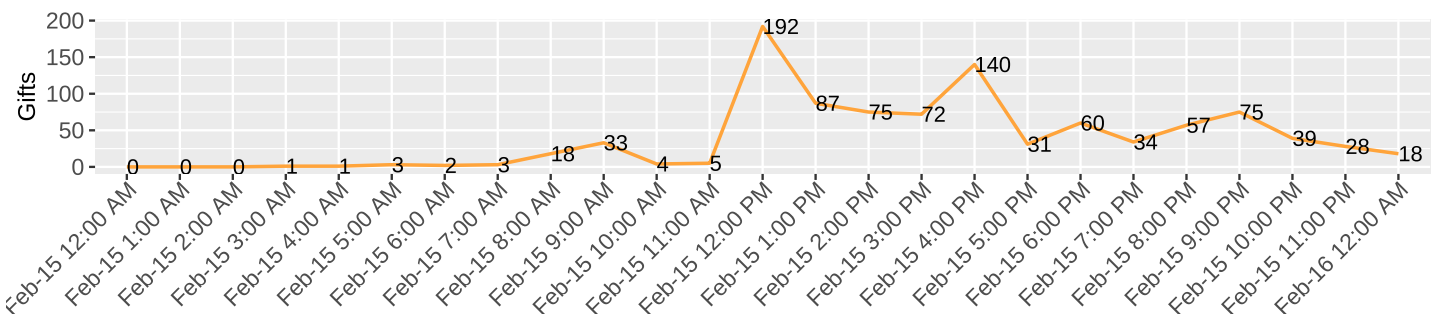
Note: Online Dollars + Recurring Dollars + Offline Dollars will not equal Total Dollars because recurring gifts count towards multiple buckets. Online Dollars include one-time gifts, expected totals from recurring pledges, and initial installments from indefinite recurring gifts. Recurring Dollars include expected totals from recurring pledges, and estimated totals for indefinite recurring gifts. Total Dollars is the sum of Online Dollars and Offline Dollars. The rest of this report summarizes the gifts that contributed to the Online Dollars bucket during this campaign.

### Gifts over Time

#### Number of Gifts by Day



#### Busiest Day (Feb-15)

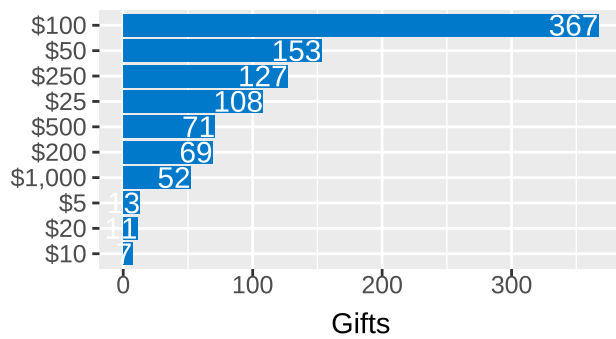


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## Campaign Performance Breakdown

### Gift Amounts

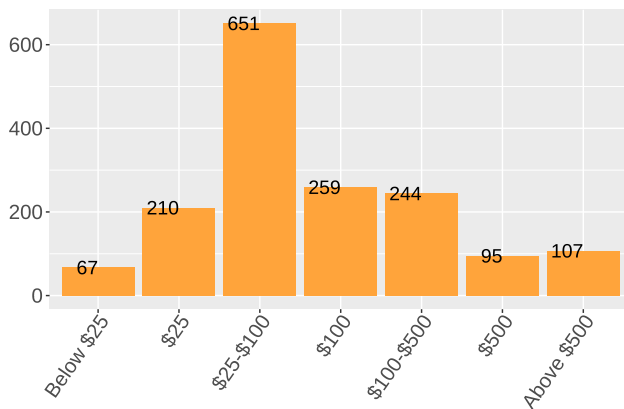
#### Top Gift Sizes



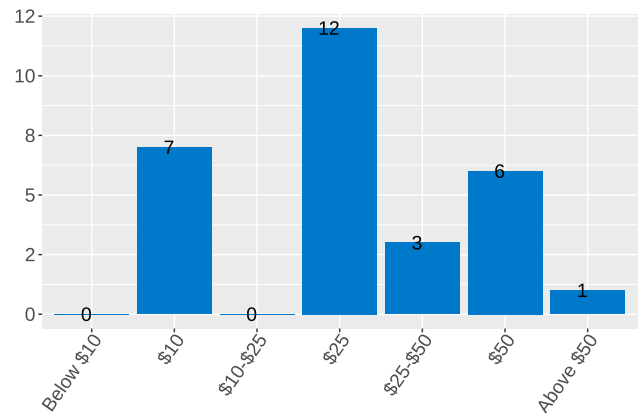
#### Gift Size Distribution

Largest Gift	\$35,000
90th Percentile	\$750
Average Gift	\$268
75th Percentile	\$250
Median Gift	\$100
25th Percentile	\$35
Smallest Gift	\$0

#### One-Time Suggested Amount Utilization



#### Recurring Suggested Amount Utilization



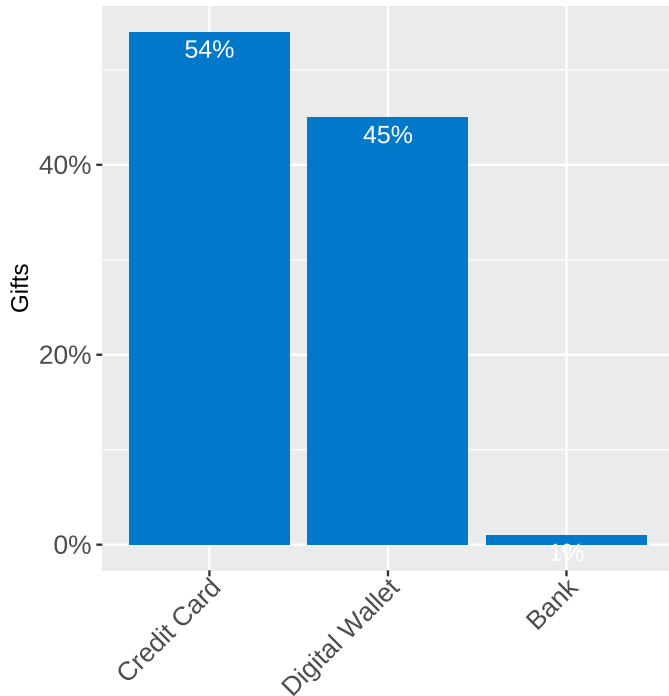
### Gift Nudges

Nudge	Donors Nudged	Donors Accepted	Acceptance Rate	Dollars from Nudge
Round Up Gift	97	26	27%	\$589
Incomplete Gift	50	3	6%	\$180
Cover Processing Fees	2144	1371	64%	\$3,992
<b>Total</b>	<b>2291</b>	<b>1400</b>	<b>61%</b>	<b>\$4,761</b>

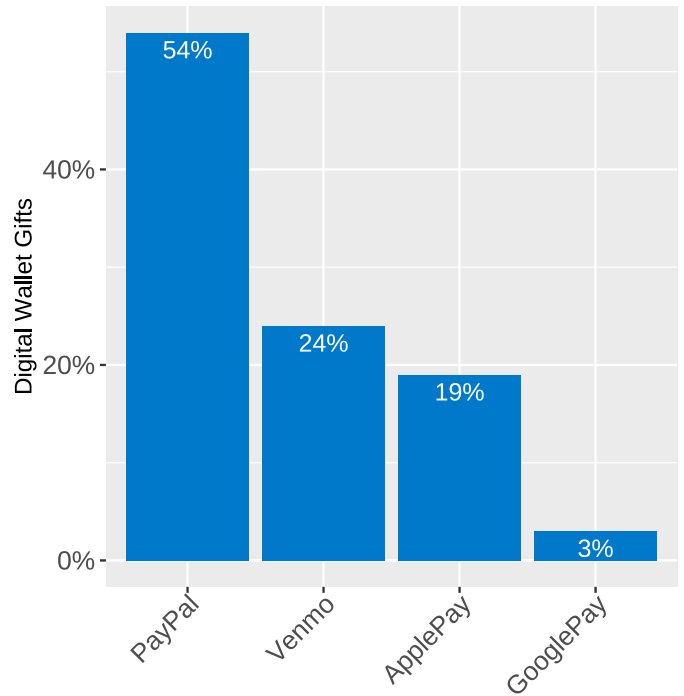
# Annual Day of Giving

## Payment Methods

Gifts by Payment Method

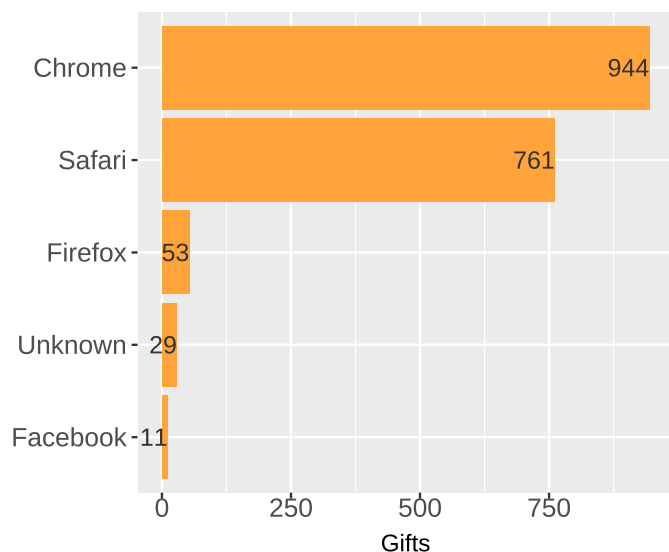


Digital Wallet Usage

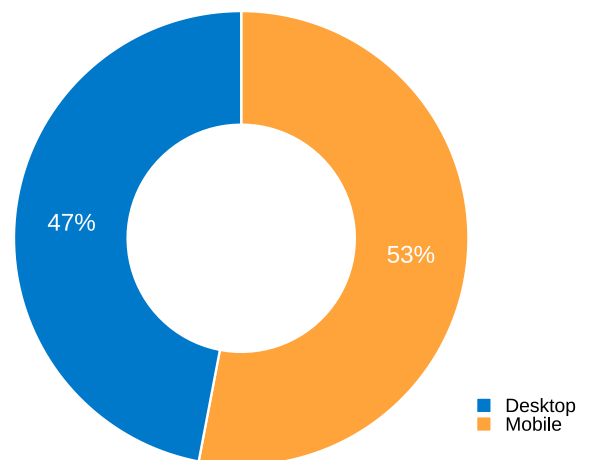


## Browser and Device Usage

Gifts by Browser



Gifts by Device Type



Note: Browser 'Unknown' indicates that GiveCampus was unable to collect browser information about the donor. This typically occurs in order to comply with GDPR requirements.

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## Form Conversion

If you'd like to learn more about ways to streamline your giving form and optimize for better pre- and post-payment conversion results, reach out to your Partner Success Manager!

### Pre-Payment

<b>79%</b>	<b>Solid</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>18</b>	<b>\$1,031</b>
Conversion Rate	Friction	Total Fields	Required Fields	Text Fields	Should-Be Donors	Should-Be Dollars

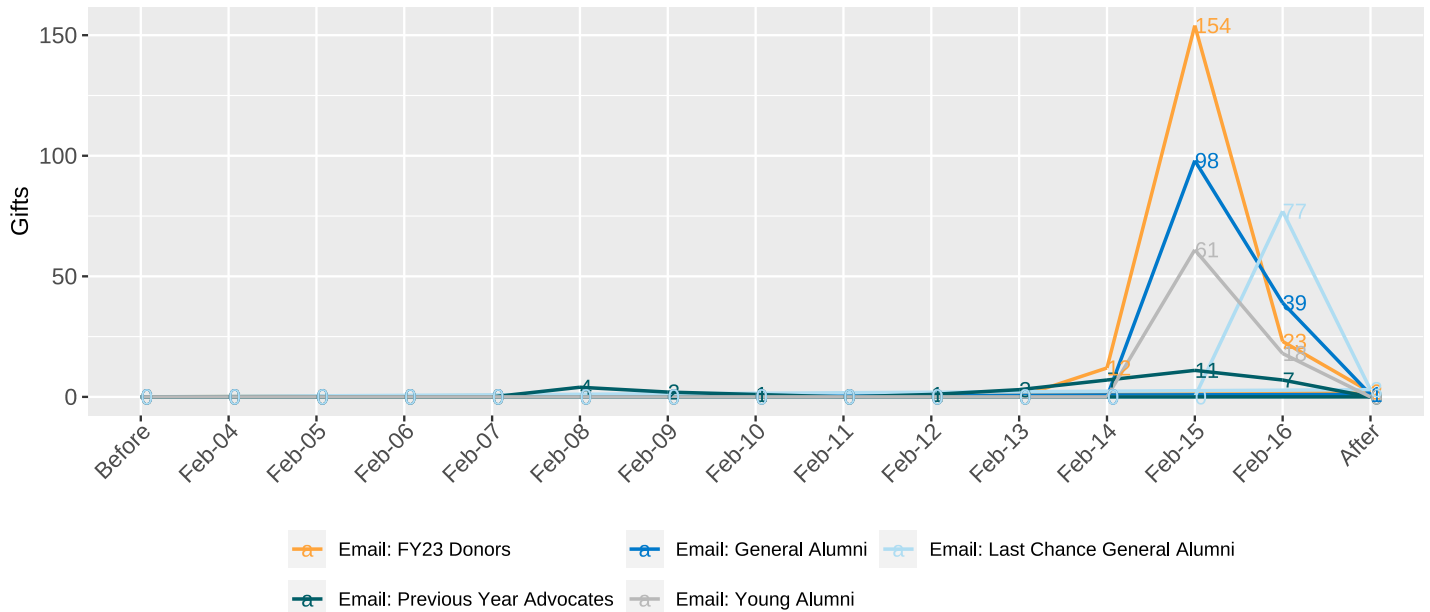
### Post-Payment

<b>68%</b>	<b>8</b>	<b>4</b>	<b>3</b>
Form Completion Rate	Total Fields	Required Fields	Text Fields

Note: Conversion rate measures the percentage of donation form page visits that led to a completed gift. If a user visits the form repeatedly within one week, only one page visit is recorded. The calculation also filters out traffic likely from bots. Friction indicates how much friction GiveCampus expects donors will experience on your form. [Click here](#) to download a full Should-Be Donors report.

## Unique Tracking Links

### Top 5 Tracking Links



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## All Tracking Links

Link Name	Gifts	Donors	Dollars	Average Gift
Email: FY23 Donors	191	191	\$104,095	\$545
Email: General Alumni	138	138	\$49,404	\$358
Email: Last Chance General Alumni	80	80	\$16,640	\$208
Email: Young Alumni	79	79	\$13,825	\$175
Email: Previous Year Advocates	36	36	\$24,444	\$679
Email: Reunion Kickoff	34	34	\$13,736	\$404
Email: Video - Young Alumni	16	16	\$47,472	\$2,967
Email: Video - General Alumni	14	14	\$4,704	\$336
QR Code: Mailer	14	14	\$2,450	\$175
Email: Affiliation 1975-1990	12	12	\$5,604	\$467
Email: Affiliation 1991-2010	11	11	\$3,388	\$308
Email: Lapsed	8	8	\$936	\$117
Email: President's Dinner Attendees	7	7	\$20,769	\$2,967

# Annual Day of Giving

## Gift and Participation Breakdown

### Recurring Gifts

Frequency	Recurring Subscriptions	Total Toward Campaign	Total Expected Value	Average Installment
Monthly	12	\$258	\$14,190	\$22
Yearly	5	\$2,995	\$13,500	\$600
Total	17	\$3,253	\$27,690	\$191

Note: Total Toward Campaign includes expected totals from recurring pledges, and initial installment value for indefinite recurring gifts. Total Expected Value includes expected totals from recurring pledges, and estimated totals for indefinite recurring gifts.

### Online Advocacy

Unique Peer Advocates	Peer Gifts Generated	Peer Dollars Generated	Matches or Challenges	M/C Dollars Contributed	Total Peer or M/C Gifts	Total Peer or M/C Dollars	% of All Gifts	% of All Dollars
47	209	\$46,510	29	\$34,771	238	\$81,281	13.1%	16.6%

Note: Online gifts only. Peer Advocates are those who engage in peer-to-peer outreach. Dollars contributed by matches or challenges include cases when the donor elected to give regardless of whether the match or challenge was fulfilled. Total Peer or M/C Gifts and Dollars include both gifts generated by peer outreach and matches / challenges, without double-counting overlap between the two.

### Designations

#### Top 10 Designations

Designation Name	Gifts	Dollars	Average Gift	% Digital Wallet	% Advocated
Area of Greatest Need	553	\$273,735	\$495	45%	10%
Student Scholarships	192	\$69,888	\$364	48%	11%
Athletics	88	\$22,000	\$250	41%	9%
University Women's Fund	65	\$8,450	\$130	39%	14%
Grants for Student DEI Projects	51	\$9,996	\$196	57%	6%
Engineering	43	\$4,429	\$103	67%	12%
Men's Soccer	42	\$4,368	\$104	44%	36%
Economics & Business	38	\$21,166	\$557	64%	3%
Performing Arts	32	\$2,592	\$81	50%	5%

#### Top Designation by Affiliation

Affiliation	Top Designation	Gifts
Alumni	Area of Greatest Need	301
Employee	Area of Greatest Need	84
Parent	Area of Greatest Need	79
Friend	Athletics	51
Student	Student Scholarships	33

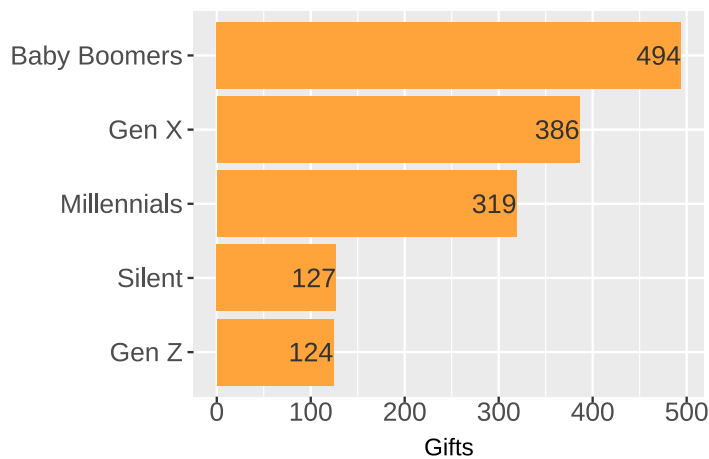
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## Top Designation by Generation

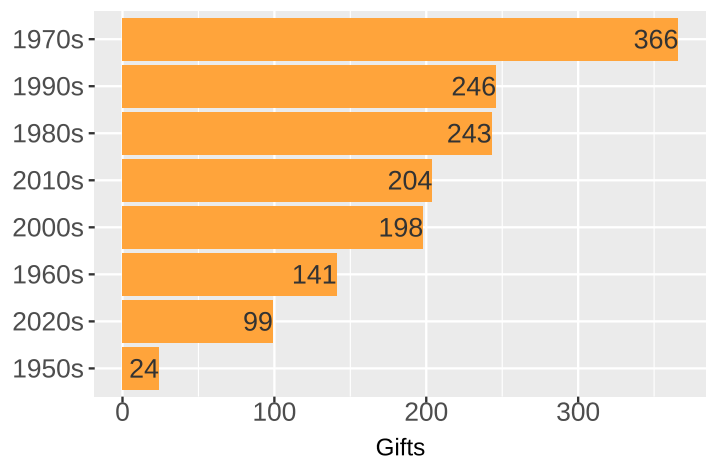
Generation	Top Designation	Gifts
Gen Z	Area of Greatest Need	24
Millennials	Area of Greatest Need	132
Gen X	Area of Greatest Need	164
Baby Boomers	Area of Greatest Need	408
Silent	Area of Greatest Need	65

## Top Performers by Age

### By Generation



### By Class Decade



Note: Charts include donors who self-reported a class year and an affiliation associated with alumni and/or students.

## Affiliations

Affiliation	Gifts	Donors	Dollars	Average Gift	% Digital Wallet	% Advocated
Alumni	1051	1037	\$339,473	\$323	45%	14%
Employee	329	328	\$53,956	\$164	43%	3%
Parent	199	189	\$51,740	\$260	37%	11%
Student	184	163	\$13,800	\$75	68%	18%
Friend	116	113	\$18,212	\$157	67%	7%

Note: Affiliation 'Unknown' indicates that the donor did not select any of the affiliation options provided.

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## Donor Status

### Overall

Donor Status	Gifts	Donors	Dollars	Average Gift	% Digital Wallet	% Advocated
Gave Last Year	702	700	\$162,162	\$231	44%	11%
Has Never Given	141	139	\$6,909	\$49	70%	10%
Gave 2 Years Ago	138	137	\$17,940	\$130	51%	14%
Gave 6+ Years Ago	90	90	\$12,240	\$136	68%	13%
Gave 3 Years Ago	51	49	\$7,089	\$139	41%	22%
Gave 4 Years Ago	48	48	\$4,752	\$99	48%	8%
Gave 5 Years Ago	36	35	\$23,436	\$651	46%	21%

### By Affiliation

Donor Status	Employee	Alumni	Friend	Parent	Student
Gave 2 Years Ago	37	98	4	22	14
Gave 3 Years Ago	25	70	1	18	5
Gave 4 Years Ago	7	66	2	4	0
Gave 5 Years Ago	6	49	7	9	0
Gave 6+ Years Ago	8	109	1	6	0
Gave Last Year	214	612	45	97	36
Has Never Given	31	33	56	33	108

### By Generation

Donor Status	Gen Z	Millennials	Gen X	Baby Boomers	Silent
Gave 2 Years Ago	14	64	78	54	14
Gave 3 Years Ago	10	34	34	26	9
Gave 4 Years Ago	8	12	12	14	3
Gave 5 Years Ago	2	9	10	12	1
Gave 6+ Years Ago	0	4	7	49	2
Gave Last Year	36	131	190	318	90
Has Never Given	50	61	37	17	7



## Annual Day of Giving

## Appendix

## Digital Wallet

Digital Wallet	Gifts	% Gifts	Dollars	% Dollars	Average Gift	% Digital Wallet	% Advocated
Used Digital Wallet	762	45%	\$129,540	27%	\$170	100%	9%
Did Not Use Digital Wallet	932	55%	\$358,820	73%	\$385	0%	14%

## Payment Method

Payment Method	Gifts	% Gifts	Dollars	% Dollars	Average Gift	% Digital Wallet	% Advocated
Credit Card	846	45%	\$315,390	65%	\$373	0%	9%
PayPal	548	29%	\$98,077	20%	\$179	100%	13%
ApplePay	193	10%	\$33,930	7%	\$176	100%	16%
Venmo	244	13%	\$28,248	6%	\$116	100%	11%
GooglePay	30	2%	\$2,009	0%	\$66	100%	3%
Bank	19	1%	\$5,637	1%	\$300	0%	1%

## Credit Card Type

Payment Method	Gifts	% Gifts	Dollars	% Dollars	Average Gift	% Digital Wallet	% Advocated
Visa	623	33%	\$233,625	48%	\$375	0%	10%
PayPal	548	29%	\$98,092	20%	\$179	100%	13%
MasterCard	121	6%	\$21,659	4%	\$179	0%	11%
ApplePay	193	10%	\$33,968	7%	\$176	100%	16%
American Express	72	4%	\$53,784	11%	\$747	0%	7%
Venmo	244	13%	\$28,304	6%	\$116	100%	11%
Discover	30	2%	\$13,380	3%	\$446	0%	9%
GooglePay	30	2%	\$1,980	0%	\$66	100%	3%
Bank-Instant	19	1%	\$5,700	1%	\$300	0%	1%

## Browser

Browser	Gifts	% Gifts	Dollars	% Dollars	Average Gift	% Digital Wallet	% Advocated
Chrome	844	48%	\$270,080	56%	\$320	38%	9%
Safari	650	37%	\$178,100	37%	\$274	57%	9%
Generic Browser	154	9%	\$22,792	5%	\$148	47%	28%
Firefox	84	5%	\$10,248	2%	\$122	31%	5%

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## Generation

Generation	Gifts	% Gifts	Dollars	% Dollars	Average Gift	% Digital Wallet	% Advocated
Baby Boomers	494	34%	\$164,008	35%	\$332	35%	9%
Gen X	386	27%	\$131,626	28%	\$341	48%	23%
Millennials	319	22%	\$40,513	9%	\$127	62%	11%
Silent	127	9%	\$128,397	27%	\$1,011	14%	1%
Gen Z	124	9%	\$6,944	1%	\$56	56%	7%

## Graduation Decade

Graduation Decade	Gifts	% Gifts	Dollars	% Dollars	Average Gift	% Digital Wallet	% Advocated
1970s	488	34%	\$148,352	28%	\$304	29%	13%
1990s	244	17%	\$88,816	17%	\$364	52%	23%
1980s	142	10%	\$60,918	11%	\$429	46%	8%
2010s	214	15%	\$14,552	3%	\$68	60%	12%
2000s	105	7%	\$17,535	3%	\$167	57%	10%
1960s	61	4%	\$17,690	3%	\$290	28%	5%
2020s	124	9%	\$3,720	1%	\$30	49%	7%
1950s	54	4%	\$184,248	34%	\$3,412	0%	1%