

# St. Andrew's uses GiveCampus to grow online giving revenue as new fundraisers take the reins

## THE CHALLENGE

### Engage and steward a modest but loyal donor base while tapping new networks

St. Andrew's Episcopal School (SAES) is a private pre-K–12 school that serves more than 700 students in the Potomac region of Maryland. Founded in 1978, SAES is considered to be a young school in comparison to peer schools in the region, many of which were established more than a century ago.

Like many independent schools, the main levers for operational budgeting at St. Andrew's include tuition, fundraising, endowment, and auxiliary income. Over a five-year period, from 2017-2022, St. Andrew's saw its enrollment grow by more than 25 percent. The SAES team saw an opportunity to grow the annual giving program to keep pace with growing enrollment and help the school expand both its programming and ability to provide financial aid through philanthropic giving to the school. They partnered with GiveCampus in 2017 to help streamline the online giving component of their already strong overall fundraising efforts.

Today, the team actively solicits their donor base via GC Social Fundraising just twice annually: during Winter Giving Week in December and two consecutive giving days in May. Because they've made a conscious decision to limit their outreach to these two short-term drives, it's especially important that these days of giving are deftly planned, promoted, and executed to maximize results.

Adrien McDonald, Director of the Lions Fund, is relatively new to both fundraising and St. Andrew's. He joined the Advancement team in November of 2021 and took over the Lions Fund in July of 2022. Fortunately, his predecessor set him and newly minted Assistant Director Kelli Prange up for success.



**Kelli Prange**  
Assistant Director of the  
Lions Fund

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# GIVECAMPUS

## THE SOLUTION

### Leverage online fundraising and volunteer management solutions to drive engagement and expand reach

Since partnering with GiveCampus, SAES has added GC Social Fundraising, GC Volunteer Management, GC Giving Forms, and GC Wallets to their online fundraising toolkit and participated in the beta testing phase of GC Texting. They've also added the Double the Donation integration, an embedded matching gift search tool that allows donors and staff to instantly identify corporate matching opportunities and initiate the claim process at the moment of giving.

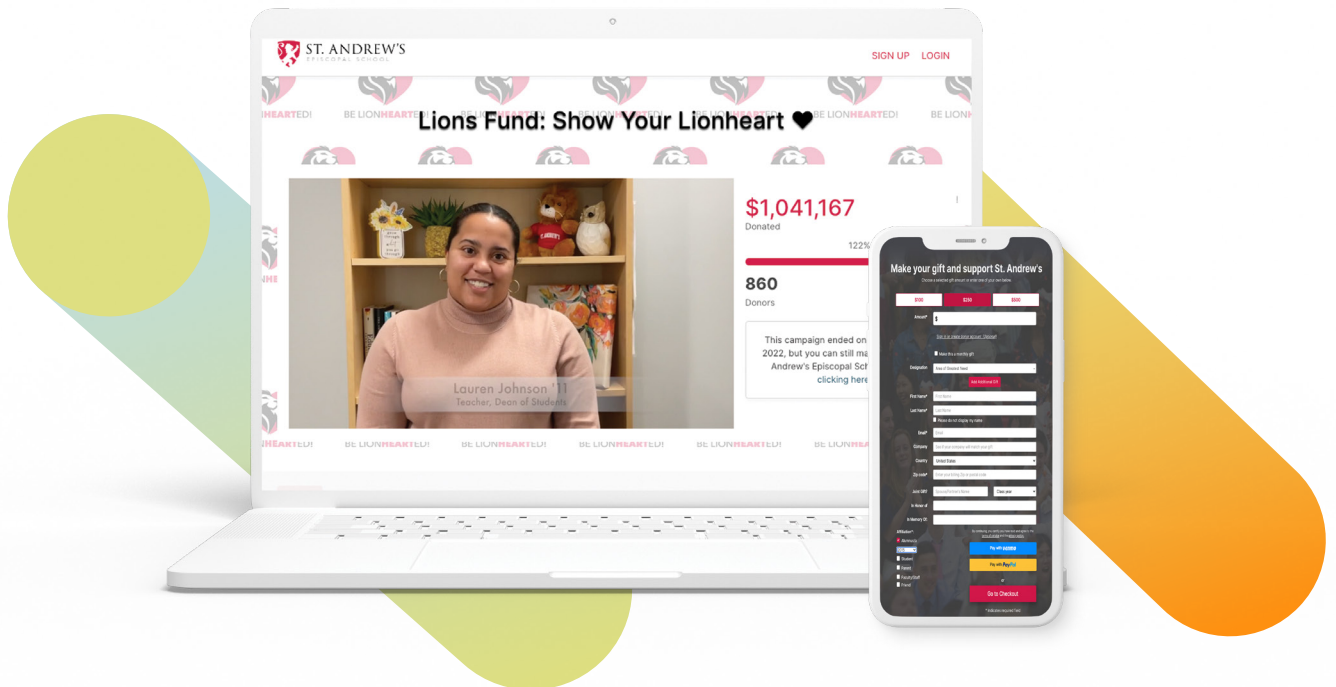
Both Adrien and Kelli, who were not only new to St. Andrews but new to online fundraising platforms, were able to quickly onboard with GiveCampus. "We have found GiveCampus very easy to use and we are super grateful for that," says Adrien.

They are still learning the ropes and uncovering new bells and whistles as they go, but report that they are extremely comfortable using the dashboard and excited to explore the many peer-to-peer fundraising and advocacy tools at their disposal.

"Because St. Andrew's is such a young school, nurturing relationships with alumni is especially important," says Kelli. "GiveCampus gives us the flexibility to get creative with how we engage this cohort and experiment with different forms of outreach. I'm spearheading that initiative and excited to brainstorm ideas."

Adrien notes that the campaign visibility on the social fundraising platform is, "a game-changer. Being able to **see dollars raised**, or the excitement in looking at leaderboards—in the past, we couldn't share real-time numbers to drive engagement the way we can with GiveCampus."

They've enjoyed experimenting with GC Giving Forms, testing suggested giving amounts and even a recurring-giving only option. "We've been playing with the Giving Forms to see what resonates with people, as well as making sure it's easy to use and requires as few clicks as possible," Adrien adds.



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## THE RESULTS

### Estimated 6x growth in online donations since partnering with GiveCampus

The first year after signing with GiveCampus, St Andrew's raised \$86,000 through the online giving platform. Today, five years later, SAES is on track to finish out FY '23 with more than \$500,000 in online donations. And, at just the half way mark for the current calendar year, they're already seeing 13 percent YOY growth.

More than 10 percent of those FY '23 dollars have come via PayPal and Venmo, which are relatively new channels for the school—channels that clearly appeal to their young alumni base.


"We've seen the numbers shoot up since we launched with GiveCampus," Adrien says. "Donors love the accessibility of knowing that they can make a gift through their mobile wallet."

Finally, Adrien and Kelli also appreciate the hands-on support they've received from their Partner Success Manager Melanie—especially as they venture into unexplored territory on the platform. "One of the great things about your team is that Melanie cares just as much as we do," says Adrien. "I can't tell you how many times she reached out during our winter giving week. The support, it can't be matched."



**Adrien McDonald**  
Director of the Lions Fund

"We've seen the numbers shoot up since we launched with GiveCampus. Donors love the accessibility of knowing that they can make a gift through their mobile wallet."

 **Discover how GiveCampus can help your school raise more dollars from more donors with less effort.**

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