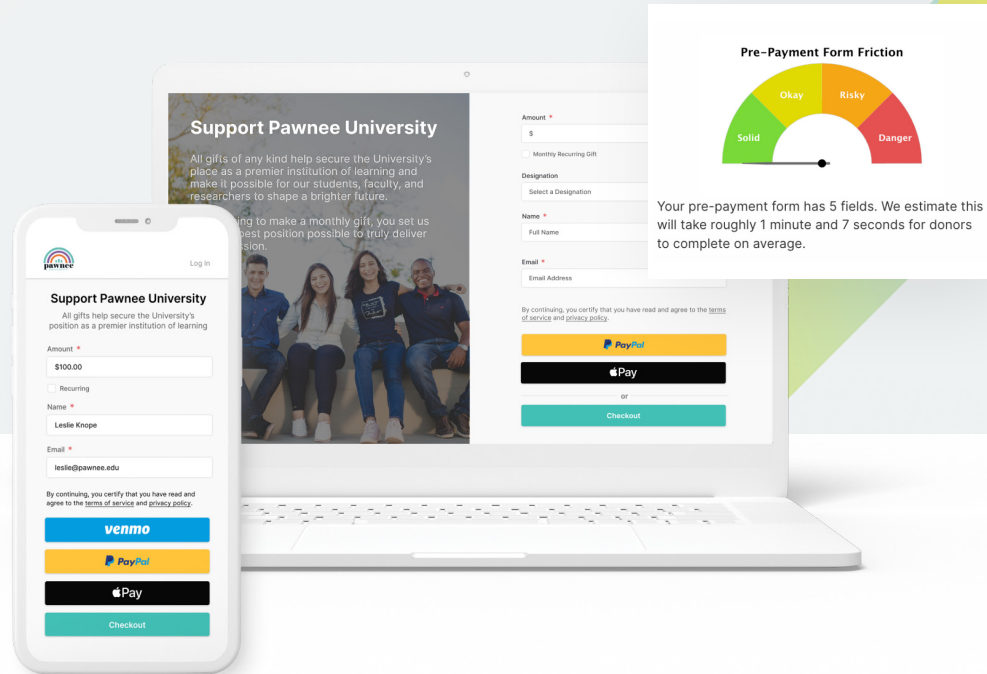


GIVECAMPUS

Why make the switch to GC Giving Forms?

Leverage forms that drive the highest conversion rates and are continuously optimized to drive the best results



Benefits of accepting all online gifts through GiveCampus

Increase total number of gifts

Make it easy for donors to make a gift with the highest conversion rates in the industry, and automated nudges for incomplete gifts.

Personalize every donor's experience

Generate and export personalized URLs that lead donors to a version of your form that's tailor-made for them, where they can choose how to direct their gift.

Retain more LYBUNTS

Automatically identify donors whose gift anniversary is coming up, and send targeted solicitations while tracking the effectiveness of each appeal.

Grow recurring gift revenue

Manage recurring gifts with less effort—automatic card updates, failed gift rescue, and **Smart Appeals** for recurring gift renewals will save your team time.

Simplify gift processing

Streamline online gift entry with flexible CRM integration pathways and reporting that's consistent across all of your campaigns, forms, and fundraising events.

GIVECAMPUS

The most cost effective way to accept online gifts

While free versions of giving forms may be available, schools may end up paying a higher price in abandoned gifts if the donor experience is poor or the platform is unreliable. GC Giving Forms are the absolute best way for schools to accept online gifts year round because they:

- Can be purchased either prepaid or pay-as-you-go, with a sliding scale for platform fees that never exceed 4 percent.
- Allow schools to invite donors to cover payment processing, further offsetting costs.
- Include **Smart Appeals** that help you retain more donors with less time and effort.
- Have a higher conversion rate and increase dollars raised online by 10-20 percent, which far outweighs the annual cost.



Switching is easy— with a 90-day, money-back guarantee



Anyone—regardless of experience or technical skills—can spin up a GC Giving Form in ten minutes or less. Integrating with your CRM, database, and other systems is simple using automated custom reporting, or one of our API-based integrations. We know that change is hard, so we've created a safety net for schools to make the switch:

- **90-day, money-back guarantee** If you're not satisfied with how your online giving works with GC Giving Forms, you have 90 days to cancel your contract and get a full refund.
- **Contract buyout** If you're currently paying for giving forms through another provider, we'll discount the remaining amount you owe from your GiveCampus fees.
- **Pay-as-you-go option** For schools that raise less than \$100k annually, we offer a pay-as-you-go option billed monthly that eliminates upfront costs.
- **Flexible CRM integration pathways** Every school's data requirements are unique, and GiveCampus has **CRM integration options** that work for **advancement teams** of all sizes.



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