

Woodward Academy moves all online giving to GiveCampus to streamline gift processing and boost donor conversion rates

THE CHALLENGE

Make giving easier for donors and fundraising easier for staff

Founded in 1900, Woodward Academy is an independent K-12 school in the Atlanta region that boasts a global network of parents, alumni, faculty and staff, and other supporters who are invested in helping the school expand the opportunities it can offer its students.

Woodward focuses heavily on specific, limited-time giving campaigns—especially its annual “fALLIN” fundraising appeal for parents that runs for six weeks each fall. They leverage email marketing, social media, and video content to drive engagement.

“That condensed timeframe has helped us rally volunteers. Asking people to commit to six weeks is a much lighter lift than asking them to repeatedly raise dollars for the annual fund over the entire school year,” says **Naylene Felt, Director of Annual Giving**.

While fundraising campaigns like fALLIN had successfully motivated donors in the past, it required a lot of manual labor for their advancement team. Processing gifts was a heavy lift, plus the system they were using didn’t allow them to track donor activity over time or easily identify match-eligible gifts from employers. Knowing who gave when and being able to take advantage of corporate matching programs are effective ways to increase gift revenue.

The advancement team realized they needed a more streamlined solution for online giving—one that integrated with their existing donation workflows, so that they could cut down on manual labor, get better data insights, and increase the number of online donations.



Naylene Felt
Director of Annual Giving

“The ease of use of GiveCampus is tops for us as staff members, and also for our donors. We don’t need to spend time processing gifts or figuring out how to build forms or process a refund. It’s very quick and easy to do those kinds of things, which frees us up to focus our time on converting the gifts.”

GIVECAMPUS

THE SOLUTION

Seamless integration, easy-to-customize giving forms, and a gamified donor experience

Woodward was looking for an online fundraising platform that could easily integrate with their existing technology stack, namely their Raiser's Edge CRM and Finalsite CMS. In 2020, they turned to GiveCampus, and have since moved all of their online giving to the platform.

They now use **GC Giving Forms** and **GC Wallets** for their fALLIN fundraising campaign to parents and leverage **GC Social Fundraising** to power other crowdfunding appeals, including their annual alumni day of giving. The platform's unique gamification features help drive engagement for the yearly event. "The leaderboards, the countdown clock, the tracker to show percentage of funds raised—all of those are great tools for us," says Felt.

They also offer prizes for advocates who get the most clicks on their fundraising drives. "We assumed it would be used by younger alumni, but in fact, one of our top advocates is someone from the class of 1986."

Woodward has also built custom giving forms for their annual fund and various appeals to their young alumni and leadership donor prospect groups. The GiveCampus flexible form builder makes it easy to tailor language and gift amounts to your target audience.

"Especially as we think about meeting our donors where they are—which is online—we're really trying to customize our requests to make our big school feel smaller and make folks feel like they are valued for what they can give," adds Felt.

THE RESULTS

Higher donor conversion rates and easier gift processing

Personalized content has led to increased conversion rates across multiple campaigns. The fall fundraising appeal saw a 6 percent increase in parent participation.

Last year's annual senior class appeal broke records too, engaging 100 percent of the senior class and raising \$4,100 in the process. Every single member of the class of '22 contributed to the school's annual campaign—a Woodward Academy first.

Furthermore, by automating the corporate gift matching process, the advancement team is now able to instantly identify match-eligible donors. Felt reports that, "year-to-date matching gift dollars have doubled thanks to the GiveCampus integration with Double the Donation."

GiveCampus has improved the back-end experience for Woodward's advancement team as well, streamlining their fundraising administrative activities and freeing them up to focus on more strategic initiatives, like tailored outreach.

"Despite being down a team member, our advancement services director was able to process all of the gifts quickly. The way the reporting is done through GiveCampus makes it easy to get the data into Raiser's Edge, and not miss a beat," says Felt. "She processed over a thousand gifts by herself in six weeks, and did her regular job as well."



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