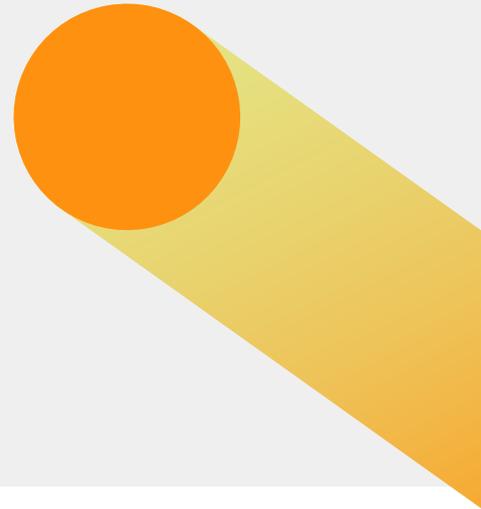


GIVECAMPUS +



**Westminster
School**

Westminster School uses GiveCampus to generate pre-campaign gifts from anniversary donors



THE CHALLENGE

Create targeted pre-event communications without the heavy lifting of manual segmentation

Westminster School is a private, co-educational boarding and day, college-preparatory school located in Simsbury, Connecticut. Their enrollment is around 400 and includes students from grades 9-12 and postgraduates.

Historically, Westminster School has had a strong culture of giving back. However, with larger classes graduating in the last few decades, the advancement team still needs to focus on educating and engaging their alumni constituents.

"We are really focused on driving alumni participation. If they are participating now and understand it's part of the culture part of being a Westminster alum, they're much more likely to become major donors down the road," said Katherine Malchoff, the Director of Annual Giving.

Young alumni are particularly important, as they will increasingly make up the majority of the school's donor base. Finding ways to appeal to this demographic in their larger fundraising efforts is always top of mind.

In the lead-up to their most recent annual Giving Day, Malchoff wanted to generate buzz and encourage early donations. Rather than send mass communications she wanted to target a select group of donors who gave last year.

Malchoff needed a quick and efficient way to identify these donors.

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THE SOLUTION

Leverage the Smart Appeals feature to identify high-potential donors and generate pre-campaign gifts

Though Westminster School had run anniversary campaign communications in the past, finding the donor segments manually was a cumbersome process. Once Malchoff had access to Smart Appeals—a GiveCampus tool that uses data to help implement highly effective appeals—the process was quick and successful.

“Using Smart Appeals in advance of our Giving Days was a much more streamlined way to do anniversary appeals,” said Malchoff. “Our conversion of last year’s donors has been strong, and I think Smart Appeals was the tool that helped make it happen.”

The success of Smart Appeals is a testament to the importance GiveCampus puts on feedback. Malchoff was an early adopter of Smart Appeals and, in fact, it was actually a feature she and other partner schools requested be developed.

After the tool was rolled out, Malchoff found that her suggestions were taken seriously and often incorporated into future updates that helped improve the tool.

“When I first started using Smart Appeals, the table didn’t have a lot of information about each donor. But then I worked with Melanie and now you can see a lot more about each donor. So the platform has gotten even better just in a few months,” said Malchoff.



Katherine Malchoff
Director of Annual Giving

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Beyond using Smart Appeals to streamline segmented outreach, the Westminster advancement team finds GC Social Fundraising valuable for engaging their young alumni.

“I do think that GiveCampus always seems to have young alumni top of mind—everything from the emails being emoji-forward to launching texting. The way that the giving forms on GiveCampus are optimized for mobile and the ability to pay through Venmo and other digital wallets,” said Malchoff. “I appreciate that.”

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THE RESULTS

A 40 percent donor conversion rate attributed to pre-Giving Day solicitations

In the lead-up to their 2023 Giving Day, dubbed 1888 Minutes of Giving, Malchoff solicited 554 constituents that were identified as Anniversary Donors using Smart Appeals. Of those contacted, more than 40 percent made a gift.

While Malchoff was able to manually identify these donors in previous years, expediting the process freed up her time to focus on other pre-launch efforts.

Their campaign as a whole exceeded their donor goal of 500 by more than 400 donors and raised a whopping \$400,000+.

Westminster School replicated the success of Smart Appeals with Giving Day pre-launch communications for their fiscal-year-end (FYE) efforts. They used Smart Appeals to solicit lapsed donors during FYE 2023, using the affiliation filter to get hyper-segmented in their messaging for alumni, parents, and other relevant constituent groups.

They received 21 donor gifts through these FYE Smart Appeals.

In addition to the added boost that Smart Appeals provides, Malchoff thinks the GC Social Fundraising platform in general helped their campaigns succeed by eliminating user friction.

“The focus on a quick and seamless conversion is probably the biggest driver of participation through GiveCampus,” said Malchoff.



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

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