

Fordham University moves all online giving to GiveCampus and sees a 37% increase in total dollars raised

THE CHALLENGE

Build a culture of philanthropy among donors large and small

Fordham University, a private Catholic university in New York City, has a global community of over 300,000 alumni, parents, and friends—and their advancement team is dedicated to fostering philanthropy in both large and small ways throughout that entire network. This means helping shape the definition of philanthropic support, and how all donors can make an impact, no matter the size of their gift.

“We wanted to make it much easier for people to find their passions within the Fordham community and connect philanthropically to them,” says Elaine Ezrapour, Director of Annual Giving.

“There’s this assumption that what philanthropy looks like is putting your name on a building,” adds Michelle Nista, Assistant Director of the Fordham Fund, an endowment focused on the university’s greatest financial needs, including financial aid, research, and academics. “But it’s so important for people to see that even a small gift really does make a big difference to us.”

As crowdfunding platforms like GoFundMe and Kickstarter came into prominence, the advancement team saw that Fordham supporters were turning toward these third-party platforms to raise funds for their mission projects or academic departments. But these solutions notably lacked features to address the specific needs of educational fundraisers.



Elaine Ezrapour
Director of Annual Giving

“GiveCampus has been such a transformational tool for students and young alums to learn about philanthropy overall, and then be able to connect to their philanthropic interests and passions.”

GIVECAMPUS

"We didn't have a tool to provide them that allowed us to fundraise for [Fordham] directly, so they had to go through these external sites," says Ezrapour.

The Fordham team wanted to provide a more streamlined experience for fundraisers and donors, and sought more visibility into their donor activities.

In 2016, they partnered with GiveCampus to take ownership of their institution's social fundraising efforts and, since then, have moved all of their online giving to the GiveCampus platform, including GC Social Fundraising, GC Giving Forms, GC Wallets, GC Volunteer Management, GC Video, and GC Connect.



Michelle Nista
Assistant Director of the
Fordham Fund

"It [GC Giving Forms] gives departments more autonomy...and it really helps enhance the donor experience that they know their gift is going exactly where they want it to."

THE SOLUTION

Use personalized, meaningful campaigns to attract a new breed of small donors

After adopting GiveCampus, the advancement team was able to both promote their own fundraising campaigns and empower Fordham supporters to create their own crowdfunding campaigns directly on the platform, dramatically increasing the number of donors and dollars raised.

The team also decided to move away from iModules and instead use the streamlined, highly customizable GC Giving Forms solution on the Fordham website. Donors now have the ability to choose from many different payment options, including Google Pay, Apple Pay, Venmo, PayPal, and ACH transfers.

The seamless user experience offered by GiveCampus makes it easy for donors to set up recurring donations. "We've never had recurring gifts before. To have hundreds of those transactions now is really exciting for us, because that's going to mean far better donor retention long-term," says Ezrapour. GC Giving Forms are also integrated with the University's phonathon software, which allows donors to process gifts in real-time over the phone.

Moving to GiveCampus has also enabled the team to have an impact on major gifts. GC Giving Forms include a field that lets donors tell the story of why they're making a gift, which is "a great pipeline for leadership gift or major gift conversations and stewardship," adds Ezrapour.

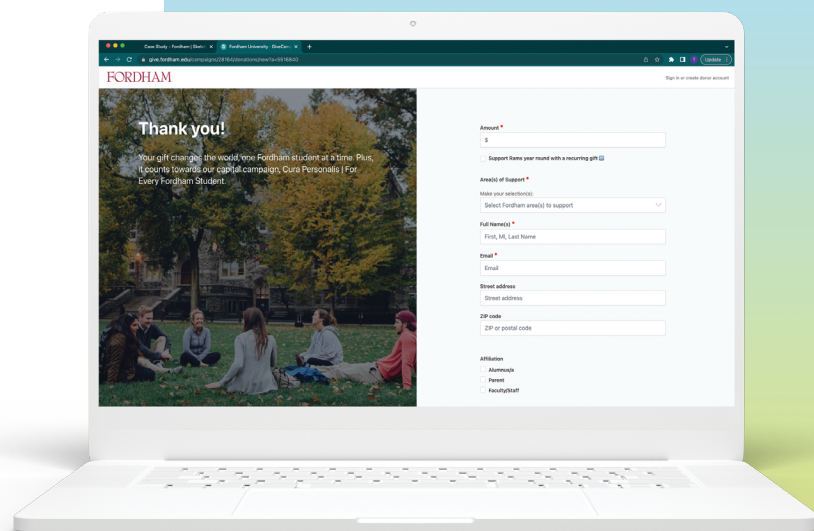
Finally, the advancement team can customize GC Giving Forms for different departments that conduct fundraising outreach. "It gives departments more autonomy than sending folks to the general giving form, and it really helps enhance the donor experience that they know their gift is going exactly where they want it to," says Nista.

GIVECAMPUS

THE RESULTS

The move to the GiveCampus platform has helped Fordham make meaningful increases in the metrics that matter most. According to Ezrapour, between FY21 and FY22, the team saw a 14 percent increase in the number of gifts and a 37 percent increase in total dollars raised from web-based channels. In addition, about 40 percent of online donations now come through one of the new payment options offered on GC Giving Forms. “That’s been a huge win for us, because we’re meeting donors where they are and how they prefer to give.”

Since partnering with GiveCampus, “we’re raising more money from more donors to support more areas of Fordham,” adds Ezrapour. “We’ve really increased upon certain gift bands. We’ve brought in so many new donors to the university, especially those who care about niche areas of the campus community.”



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

To schedule a demo, please visit:
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