

# Online Giving with GiveCampus

GIVECAMPUS

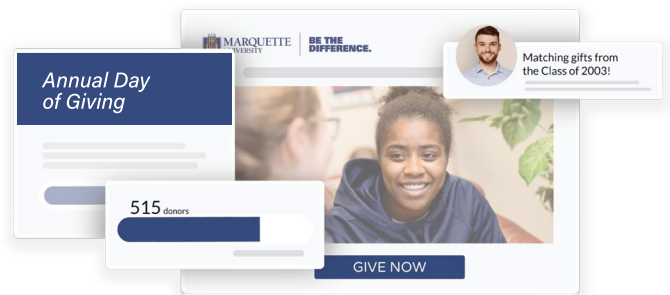
## Raise more dollars from more donors with less effort

As an educational fundraiser, you've got to increase donor participation while, at the same time, making it easier to give. Online Giving with GiveCampus makes it easy to do precisely that with GC Social Fundraising and GC Giving Forms.

### GC Social Fundraising

GiveCampus blends peer-to-peer fundraising, social media, and gamification to increase engagement across a wide array of donor segments. Schools use our suite of advocacy tools to launch giving days, athletics challenges, reunions, crowdfunding, year-end appeals, and more.

- Create dynamic leaderboards that inspire healthy competition among donor groups.
- Develop tiered campaigns, run multiple campaigns simultaneously, and connect them seamlessly in one overarching experience.
- Empower motivated supporters to easily set up matching gifts and challenges, and share their own user-generated content with friends.
- Incorporate personal pleas, average gift nudges, unique tracking links, and more to optimize the donation experience.
- Create a meaningful volunteer experience and recruit more advocates in the process.
- Identify and receive alerts about major gift donor in real-time.



# 20%

**On average, 20% of gifts made on GiveCampus are directly attributable to peer-to-peer advocacy.**

# GIVECAMPUS

## GC Giving Forms

Completing a giving form should be the easiest part of the donor experience—and the most gratifying. The GiveCampus mobile-first design makes giving fast, frictionless, and more meaningful.

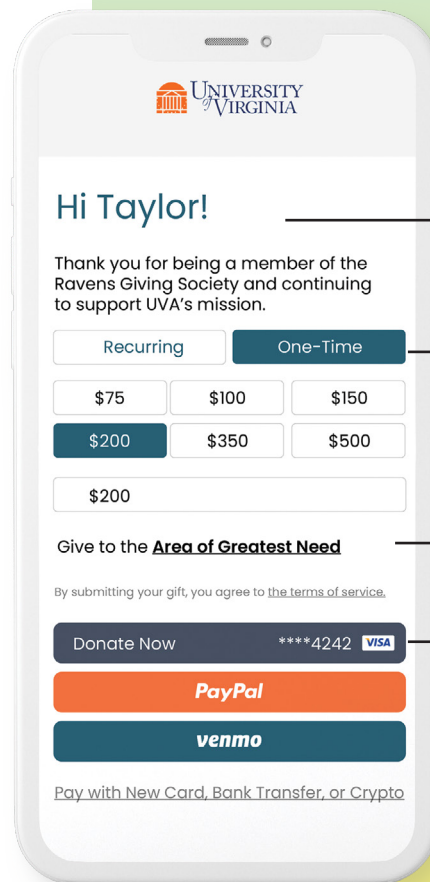
- Offer modern and convenient ways to pay, including credit, debit, digital wallets (like Venmo and PayPal), ACH transfer, and 75 cryptocurrencies.
- Dramatically increase corporate matching revenue by automating the match process from start to finish.
- Improve donor retention with sophisticated recurring giving capabilities, including opt-in and opt-out defaults, suggested monthly giving amounts, automated reminders, and more.
- Personalize every step of the giving process to make one-click giving a reality.
- Onboard, build your first giving form, and start accepting gifts in minutes—without any support from a web developer or your IT department.

## About GiveCampus

GiveCampus is the world's leading digital fundraising platform for education. Trusted by more than 1,000 colleges, universities, K-12 schools, and millions of donors, our mission is to advance the quality, the affordability, and the accessibility of education. We provide software, services, and expertise that help schools raise more money, from more people, at a fraction of the cost of other fundraising methods.

# >50%

More than  
50% of gifts are  
made on mobile



Personalized greeting specific to each donor. Contact and biographic information is passed through to reporting for easy gift processing.

Gift frequency, amount, and designation are tailored based on the donor's interests and past behavior.

Donors can save payment methods to complete their gift with one click.

## Trusted by 1000+ schools, colleges and universities



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