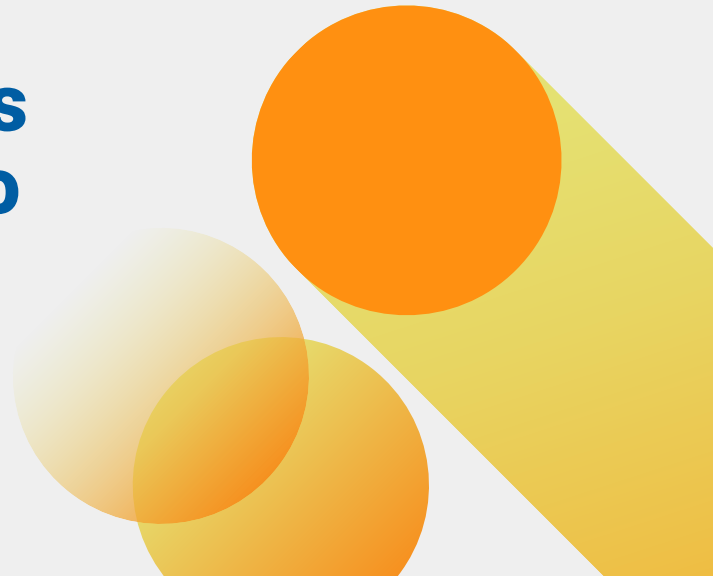


The Westminster Schools leverages GiveCampus to support more than 200 volunteers, host 1,300+ at reunion weekend



THE CHALLENGE

Streamline volunteer and event management and enhance the donor experience

The Westminster Schools, a K-12 private institution in Atlanta, Georgia, serving nearly 1,900 students and over 12,000 alumni, has a deeply rooted culture of philanthropy. Initially partnering with GiveCampus in 2018, their goal was to add structure and organization to their volunteer management efforts. After a successful launch of GC Volunteer Management, the team decided to go all in on GiveCampus, adding GC Events, GC Giving Forms, and GC Outreach to their tech stack.



Tiffany Wooten
Director of Annual Giving

“Before GiveCampus, we had a six-step process just to ask for donations. We needed a more streamlined, agile solution to manage everything in one place.”



GIVECAMPUS

Previously, Westminster relied on spreadsheets and emails for volunteer management and event coordination, leading to inefficiencies. Event logistics involved a mix of RSVP emails, phone calls, and manual tracking, making it challenging to manage attendees and maintain effective follow-ups. Westminster needed an integrated solution to simplify operations and improve donor engagement.

When it came to online giving, the team was looking for something more modern, intuitive, and easier to use. Their previous system lacked the flexibility and functionality needed to engage donors effectively. They needed a solution that not only improved the donor experience but also integrated seamlessly with their event and volunteer management efforts, allowing them to manage everything from one place.

THE SOLUTION

Replace inefficient point solutions with a more modern and agile single-platform approach

With GiveCampus, Westminster unified fundraising, event management, email outreach, and volunteer coordination into a single, powerful platform. "GiveCampus has evolved with us, and six years later, it is now central to our annual giving operation," said Tiffany Wooten, Director of Annual Giving. "We are fully leaning into the tool and its ecosystem, and it supports our approach to communication, recruiting, and managing our volunteers."

GC Volunteer Management simplifies recruitment, tracking, and reporting for Westminster's 200+ volunteers. With segmented email templates and committee activity monitoring, the team manages outreach efficiently. "We use GC Volunteer Management as a recruiting tool," Wooten explained. "We tell volunteers, 'Hey, outreach is super easy—you can recruit peers and track progress.' Once volunteers come on board, they say, 'Oh, that was so easy. I'll do it again,' and we keep blowing our volunteer count out of the water!"

GC Events enables Westminster to manage all their events, from small donor appreciation gatherings to large reunions, in a single place. "Now, with GC Events, we have consistency and efficiency in managing all our events," Wooten noted.

Assistant Director of Reunion Giving and Engagement, Courtney Hunter, added, "We're doing everything from alumni happy hours to major donor events through GC Events. Everything comes through GC Events."

Finally, GC Outreach completes the suite, enabling Westminster to send targeted email campaigns directly from GiveCampus. This integration reduces reliance on third-party tools.



GIVECAMPUS

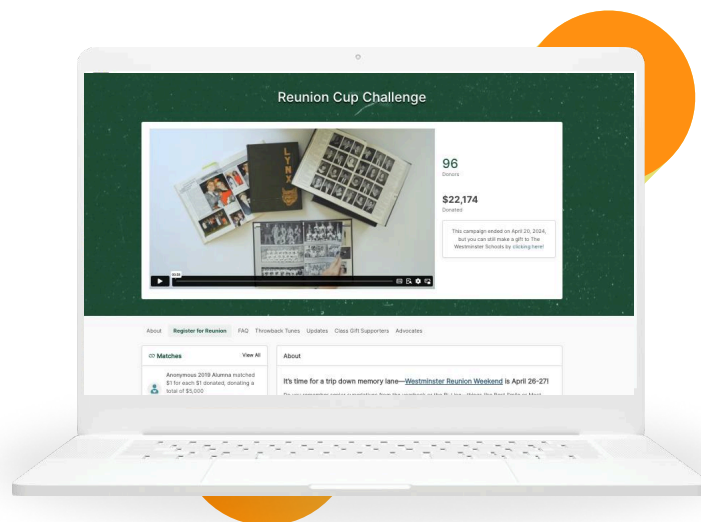
THE RESULTS

More volunteers, registrants, and donors: Reunion giving is up 5% and email open rates are north of 78%

Since adopting GiveCampus, Westminster has seen significant improvements across their operations. The school's volunteer programs continue to grow in both size and efficiency. A centralized system to manage volunteers, track engagement, and maintain communication has contributed to increased volunteer participation. "We love how intuitive GiveCampus is for both our team and our volunteers. It's become the backbone of our volunteer strategy," said Hunter.

GC Events simplifies event coordination, allowing Westminster to manage everything from happy hours to reunions with ease. In the spring of 2024, they hosted their first reunion weekend, attracting more than 1,300 registrants. "The integration between GC Events and other solutions on the GiveCampus platform has made managing and hosting events so much smoother—our team and donors both appreciate it," Wooten adds.

The seamless integration between GC Events and fundraising has made it easy for Westminster alumni to register and give simultaneously, leading to nearly 300 donors converting during the registration process. This connection proved especially powerful during Westminster's Reunion Cup Challenge—a week-long campaign that used playful yearbook superlatives to spark competition among reunion classes.



Alumni were encouraged to register and contribute to their class gift to win different accolades. By running the challenge in the final week of reunion registration, Westminster added urgency that fueled competition and drove impressive results, raising over \$22,000 for the reunion campaign.

With the combined power of GC Volunteer Management, GC Events, GC Giving Forms, and GC Outreach, Westminster's donor engagement continues to flourish. "Reunion giving for us increased by 5% since using GiveCampus, and it has made the entire process easier for both our team and our volunteers," says Wooten.

What's more, GC Outreach—an integrated communication solution designed to streamline and personalize communication at scale—allows the team to be more creative and targeted with their messaging. "Our lowest open rate so far using GC Outreach is 78%, which is much higher than the open rates from our previous email provider," Hunter added.

GIVECAMPUS

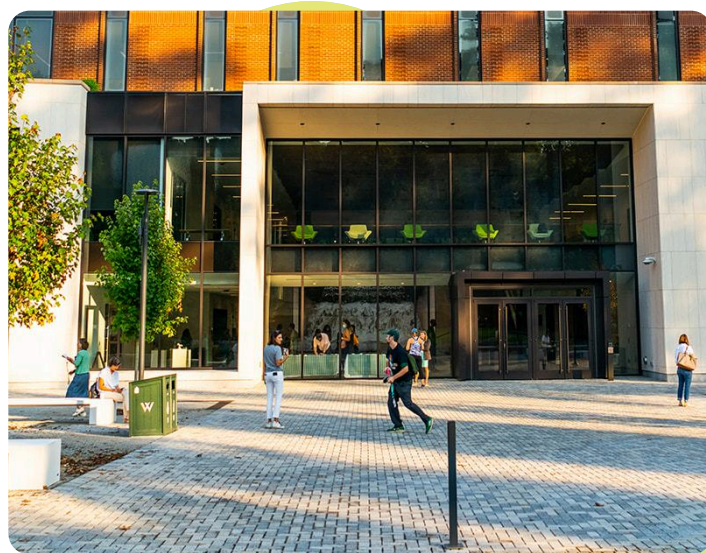
Setting the stage for sustainable growth

Westminster plans to continue leveraging GiveCampus to enhance their fundraising efforts. With real-time insights, more efficient workflows, and tools designed to engage volunteers and donors alike, the school is well-positioned to grow its philanthropic impact in the years ahead.



Courtney Hunter
Assistant Director of Reunion
Giving and Engagement

“GiveCampus helps us reduce friction and makes things easy for people—whether it's giving, volunteering, or signing up for events. It sets the stage for success.”



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