

GiveCampus Partners Conference

August 6-7, 2025

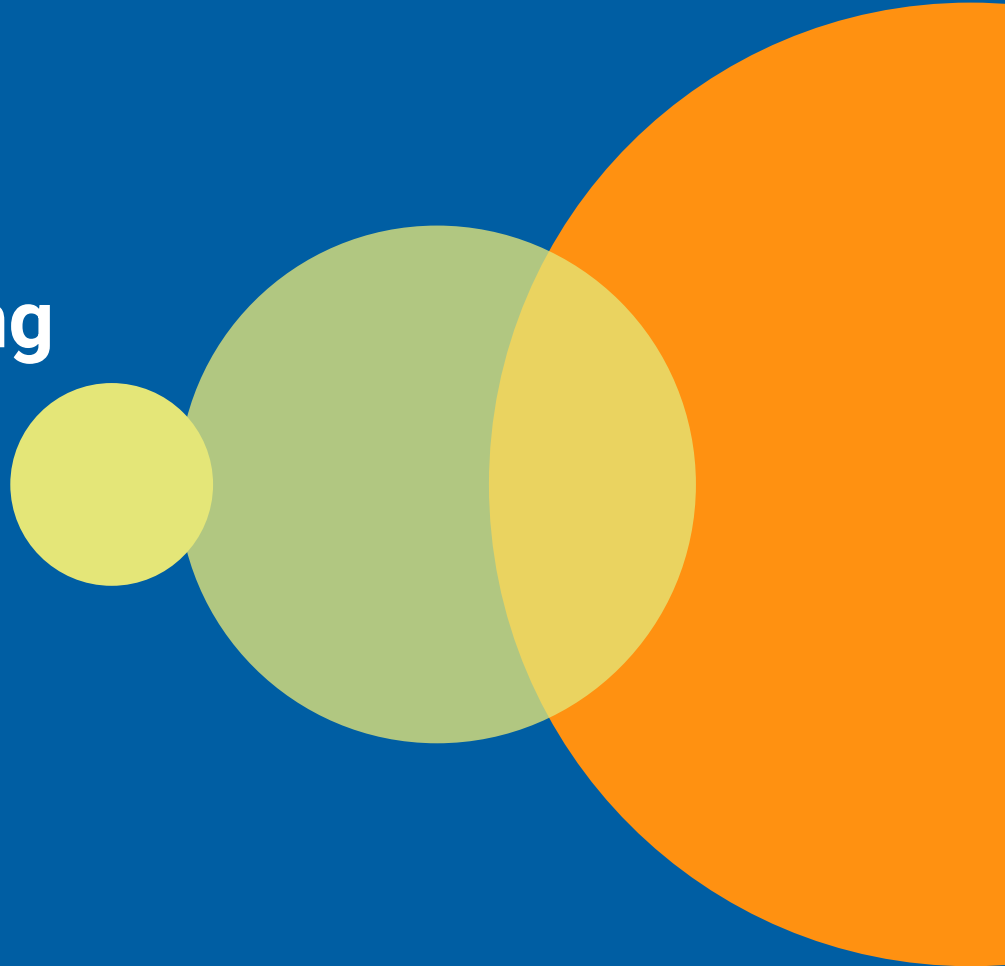
GCPC'25



GiveCampus Partners Conference

**Brick by Brick: Crafting
Capital Campaign
Success with
GiveCampus**

GCPC'25



Today's Presenters



Troy Steinmetz

Partner Success, GiveCampus



Travis Sewell

Partner Success, GiveCampus

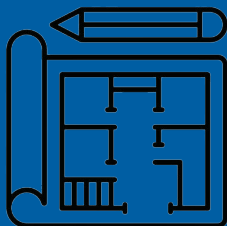
**We both enjoy
the Muppets**

**We both fully
commit to the bit**



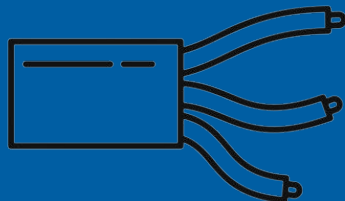
Foundation

Building a shared understanding of campaign basics



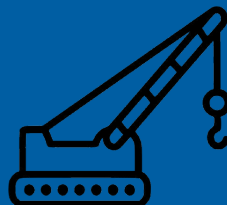
Blueprint

Aligning campaign phases with GiveCampus capabilities



Rewiring

Updating existing efforts to campaign priorities



Skillbuilding

What else you need moving forward

Foundation



Capital Campaign

Comprehensive Campaign

Other Campaigns



“Campaign”

Any, broad-scale, multi-year effort to raise and count funds for specific priorities at your institution.

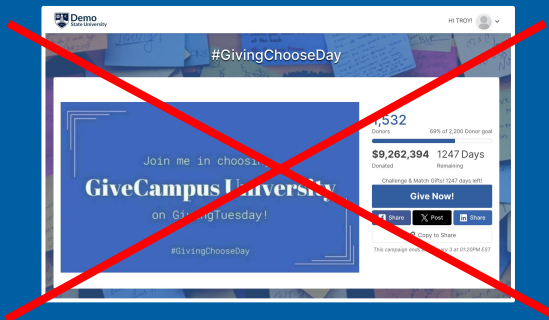
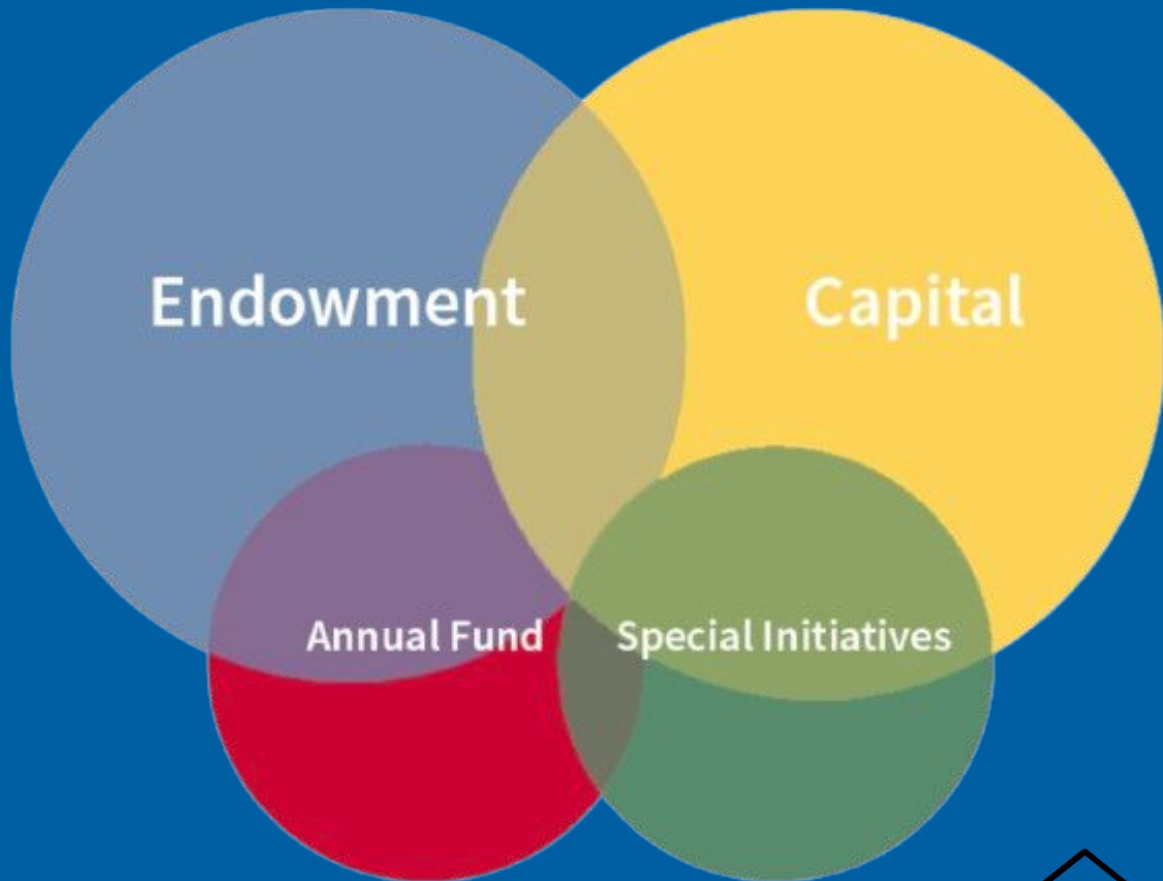


Image Source: TWB Fundraising



Things Look Different

Big Goals

Big Ideas

New Branding

New Opportunities

Long Time Horizon

Wider Audience

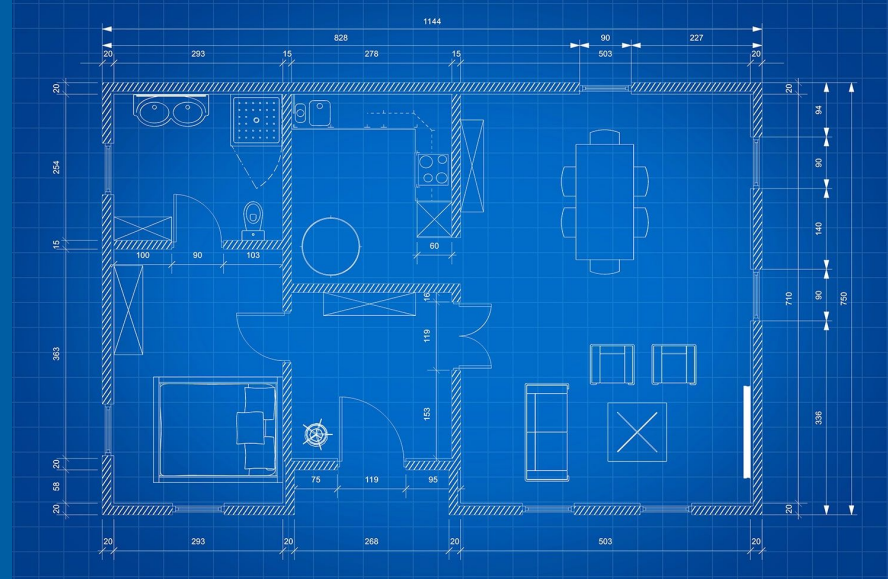
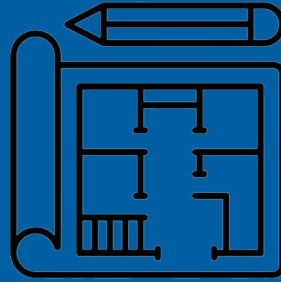
What else?



Campaign Phases



Blueprint



How can your use of
GiveCampus align with the
various campaign stages?





Planning Phase

Questions you're asking:

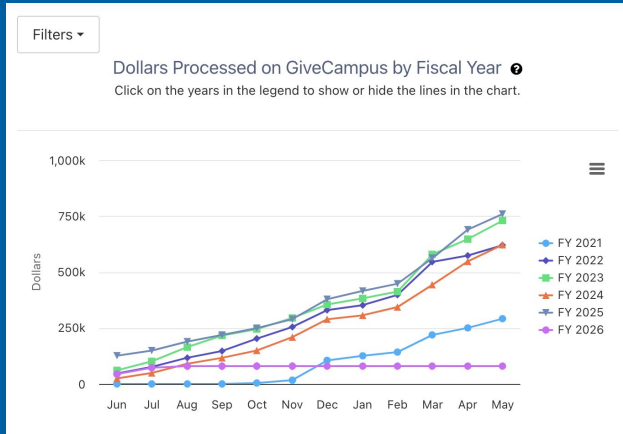
- What are we raising money for?
- What sort of campaign is this?
- How will we report on progress?
- What is our theme/aesthetic?
- Who are our anchor donors?
- What will our overall goals be?
- Do we have the staffing to succeed?
- Do we have the technology to support us?





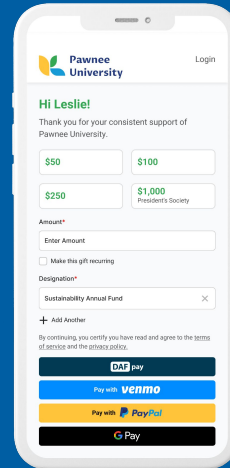
Planning Phase + GiveCampus

School Dashboard



Goal Setting, Benchmarking

Online Giving



Giving Experiences

GiveCampus Team



Consultation, Tech Capacity



Quiet Phase

Internal Actions:

- Stakeholder alignment
- Portfolio & staffing adjustments
- Prospect research
- Building collateral

External Actions:

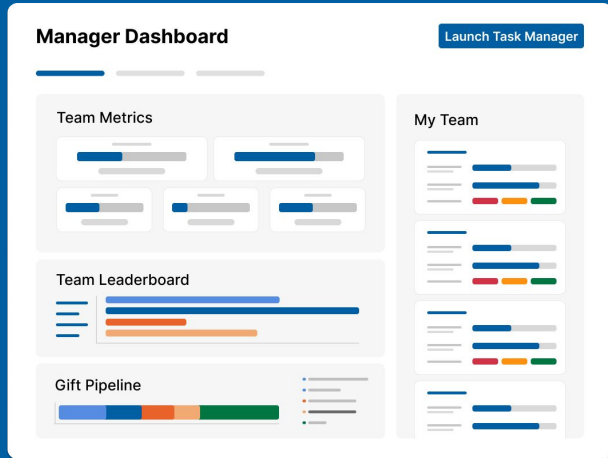
- Principal donor outreach
- Volunteer recruitment
- Quiet progress tracking





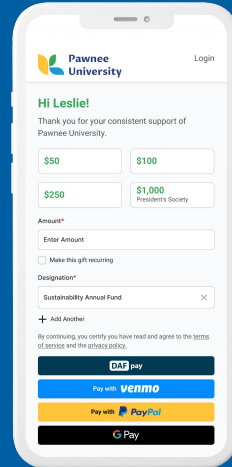
Quiet Phase + GiveCampus

Gift Officer



Fieldwork, Opportunity Mgmt.

Online Giving



DAFpay, Pledges,
Wealth Alerts

Other Options

- White-Glove Events
- Campaign Volunteers
- Predictive Modeling
- AI Research Agent
- Early Stewardship

Fill the Western Sky: the Campaign for Western Carolina University

An investment in this campaign is an investment in the student experience. This investment multiplies with each student it reaches, creating a solid foundation for building the future.

With support from our generous donors and advocates, we can merge all these initiatives to form the unique Western Carolina student experience. Together, we can fill the Western sky.

“We don't always have to be yelling, we're in a campaign, we're in a campaign! It can be more subtle and still tie in the campaign messaging.”

Before we did our public launch, we changed our main GiveCampus form to have the big sky background. So we're not actively telling people, hey, we're in a public phase of the campaign now, but we're alluding to it with the imagery that we're using.”



Rebekah Cheney

Director of Annual Giving
Western Carolina University



Kickoff/Public Phase

Even “more” of everything before:

- Donors
- Events
- Volunteers
- Emails
- Mail pieces
- Sleepless nights?





Kickoff/Public Phase + GiveCampus

Core Solutions

Personal Giving & Registration Experiences



Online Giving

giving forms,
crowdfunding,
giving days



Events

simple and
complex events,
ticketing

Personal 1:1 Engagement at Scale



Volunteer Management

class agents,
reunion, parents



Gift Officer

DXOs, LAGOs,
MGOs



Student Fundraising

phonathon,
engagement
centers

Platform Capabilities

Outreach



Email



Texting



Video



Segmentation

Intelligence

Predictive Modeling, Generative AI

Payment Processing

Digital Wallets, DAF, Stripe Link

Reporting

Year-End Wrap, Campaign Readouts

CRM Integrations

Direct, SFTP, API, CRM connectors

P2PE Hardware Devices

Terminal & In-Person Tap-to-Pay

Data Enrichment

Corporate Matching, Wealth, Career

Support the Legacy: Restoring Brewster Hall

Thank you for helping us reach our goal of raising \$2.5M for Brewster Hall Phase 2. In addition to using this online form, you may mail your gift to the Woodward Academy Advancement Office, 1662 Rugby Avenue, College Park, GA 30337, noting in support of Brewster Hall Phase 2. For assistance, please contact the Advancement Office at advancement@woodward.edu or 404.765.4042.

One-Time

Recurring

\$1,000

\$2,500

\$5,000

\$7,500

\$10,000

Amount *

\$

 Recurring

Name *

Travis Sewell

Maiden name

If applicable

Email *

travis.sewell@givecampus.com



Cell number

Update your cell number

Street address *

Python Park

This special capital project funds improvements and renovations to Python Park. While the Paideia Fund remains our top priority, this project offers an additional opportunity to support the future of Paideia by making a lasting impact on our athletic facilities.

To learn more about the Python Park Improvement Plan, please contact Claire Hegarty, Director of Development, at hegarty.claire@paideiaschool.org.



∨ Pledge Payment Details

Enter the full amount of your pledge *

How would you like to pay your pledge?

Single payment

Multiple Installments

Enter the date you'd like this payment made. *

Next

> Donor Information

By continuing, you certify you have read and agree to the [terms of service](#) and the [privacy policy](#).



Wrap Up & Stewardship Phase

It's Never Really Over:

- Stewardship (Big Gifts)
- Stewardship (Small Gifts)
- Wrap-up Events
- Honoring Volunteers
- Final Reporting
- Renewal & Retention
- ...did someone say “the next campaign?”





264

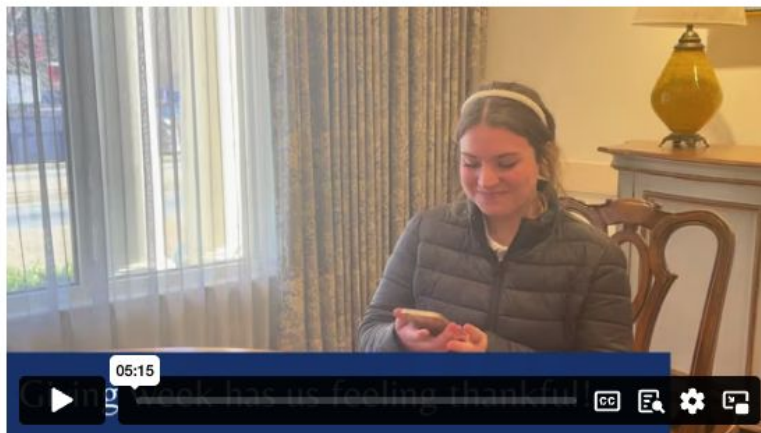
Donors 132% of 200 Donor goal

\$358,447

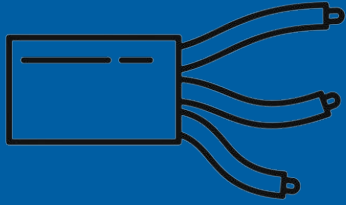
Donated

This campaign ended on January 18, 2023, but you can still make a gift to The Heritage School by [clicking here!](#)

Thank you!



Please watch this video message of gratitude from our students. Take a moment to watch a group of Upper School students make calls to people they love to thank them. We hope it brings as much joy to your week as it did for us



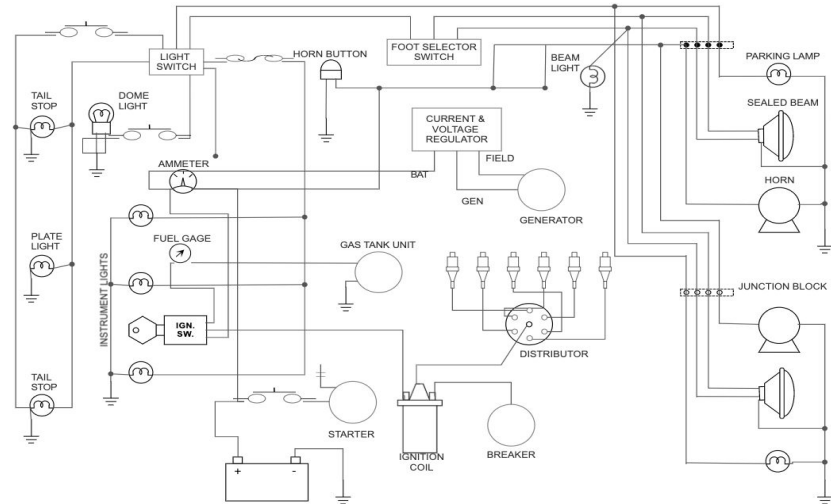
Rewiring

Partner Brainstorm

Pair up with someone from another institution

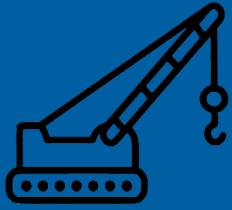
Imagine you're starting a comprehensive or capital campaign this year.

What are all the places you'd make changes in your current use of GiveCampus?



WIRING DIAGRAM
AUTO ELECTRICAL WIRING DIAGRAM

DRAWN BY CHECKED DATE SCALE SHEET NO.

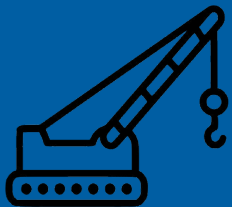


Skillbuilding

GC Partner Success

185 years
of combined
fundraising
experience





Skillbuilding

Drop-in Office Hours

GIVECAMPUS Partner Success Powered by zoom

G GiveCampus Partner Success

Spring Office Hours

🗣️ One to many ⌚ 45 mins
📺 Zoom Meeting

Join us for a drop-in session to get your questions answered by our Partner Success team. Quick tips, best practices, or just tap into our industry expertise. You may even get to meet another partner and learn from their questions.

For urgent help, reach out support@givecampus.com or visit support.givecampus.com

New GCU Knowledgebase

GIVECAMPUS Knowledgebase

Submit a request | Your Role

🔍 Search Knowledgebase

GC Online Giving | GC Volunteer Management | GC Events

GC Intelligence | GC Outreach | Worth Data

Administration | Frequently Asked Questions | 🆘 Need any help?

***We're still here when you need us**

support@givecampus.com

Instant Support Chat Bot*

GC Support Bot
Ask us anything!

How can I help?

How do I make a leaderboard that tracks the impact of parent participation by class year?

GiveCamper Bot

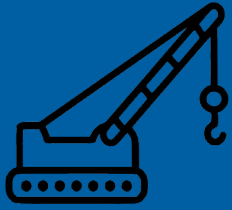
1. Go to campaign settings > Leaderboards > Manage Custom Leaderboards > Add Leaderboard.
2. Choose leaderboard type: Designation, Designation filtered by Affiliation, or Affiliation.
3. Select rows to display, such as class years.
4. Save and publish the leaderboard.

This setup will track parent participation by class year.

↳ Generated by AI

Creating Custom Leaderboards
Highlighting supporters' impact on a campaign page is easy with donor maps and leaderboards.

Type a message



Skillbuilding

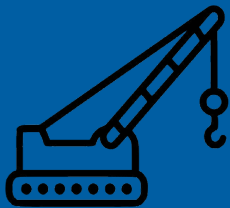
Today's Skill:

“Staging” aka Making the Case

Problem Statement:

You came to an amazing conference 😊 and left excited to try new things. How do you convince key decision makers or colleagues to consider change?





Skillbuilding

What we've seen work:

- Bring examples; Show, don't tell
- Speak their language
 - **VP/DoD** - "This is how we meet donors where they are and bring energy into the early phases of the campaign."
 - **CFO** - "This solution reduces manual processes and helps us do more even with vacant positions."
 - **Comms/Operations** - "This helps us streamline communications and unlock new audiences without overloading our team."
- Be opportunistic and, if in a larger org, build alliances
- Let us help you - stats, framing, objection handling

Thank you!



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