

GiveCampus Partners Conference

Elevating Engagement: Maximizing Fundraising Success with GiveCampus & GC Outreach

Strategies for K-12 Advancement Professionals

Aaron Craven & Andy Clifton

Forsyth Country Day School, Winston-Salem, NC

TheAdvancementPlaybook.Com

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About Us



Andy Clifton

Dir. of Philanthropy &
Community Engagement

Forsyth Country Day School (FCDS):

PreK2–12 | 940 Students | 4-person Advancement Team



Aaron Craven

Associ. Dir. of Philanthropy &
Community Engagement

40+ Years of Combined Independent School Experience

Launched The Advancement Playbook Winter of 2025

Joined GC Fall 2020

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Opening Questions

1. How many of you work on teams of 4 or fewer people?
2. What is your biggest challenge with outreach to your constituencies?
3. How many of you are currently utilizing GC Outreach?
4. If you could walk away from this session having solved one advancement challenge, what would it be?

Our Setup: CRM → Inbox

Salutation	Last Solicitation	Notes	Code	Last Gift Date	Last Gift	Fund	Student Name
Mrs. Anne B	10/30/24		CP	10/6/2023	\$300.00	23/24 Forsyth Fund	Brad
Mr. and Mrs Ginger	10/30/24		CP	10/17/2023	\$7,000.00	Golf Trainin	Tom
	10/30/24		GP	12/11/2023	\$100.00	Orchestra	Jesse
Anne and Dirk			AG	3/13/2024	\$100.00	K L Brown Sch Endow	\$300.00
Marilee and Ken			AG	3/14/2024	\$100.00	23/24 Forsyth Fund	\$300.00
Judie			AG	5/3/2024	\$200.00	23/24 Forsyth Fund	\$300.00

- **CRM:** Raiser's Edge + Google Sheets workbook for segments (Parents, Alumni, LYBUNTs, etc.)
- **Seamless Flow:** Export CSV from RE → Upload to GC Outreach

Our Setup: CRM → Inbox

Dear \$custom_salutation\$,

Thank you for your generous gift of \$custom_last_gift\$ last year to Forsyth Country Day School. Your support continues to make a meaningful impact on the students and teachers who carry on the FCDS legacy you helped build.

This year, we invite you to renew—or even increase—your commitment to the Forsyth Fund. **Your gift will:**

- **Power of Merge Tokens:** Personalization at scale
 - *Example:* LYBUNT Email: "We hope [Child's Name] is having a great year. Your last gift of [Last Gift Amount] meant so much."

Why Personalized Outreach?

Building Community & Driving Participation

- **Challenge:** Generic appeals felt impersonal, low engagement.
- **Our Goal:** Build genuine, lasting relationships with every donor.
- **The Problem:** Small team, limited capacity for 1:1 outreach.
- **The Solution:** Leverage GiveCampus Outreach to scale personalization.
- **Impact:** Donors feel seen, valued, and more connected to FCDS.

Case Studies



Current Families
Alumni
Special Projects

How We Use the GC Platform

- **Annual Fall Weeks of Giving: Focus on Donors > Dollars**
 - Audience: Parents, Grandparents, Faculty & Staff
 - Content: GC Video, Community Testimonials
 - **GC Outreach** drives traffic to campaign

- **Alumni Participation Win: Hours of Alumni Impact**
 - 50-hour event focused on participation
 - GC Video from alumni volunteers, Outreach pushes
 - **Live brewery countdown** = BIG engagement!
 - GC makes it easy to share "why" and give link.

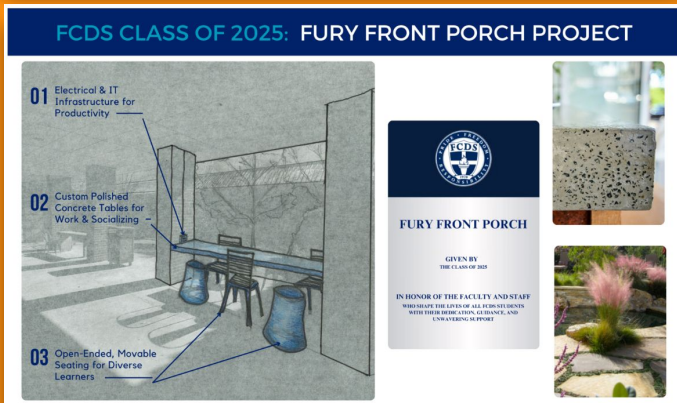
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Restricted Campaigns Excel: Student-Led Success



- **Observation:** Most successful campaigns are restricted.
- **Case Study: 'Fury Front Porch' Project (Class of 2025 Gift)**
 - **Student-led \$25K goal** to renovate campus entrance.
 - Students created **GC Video** & page content.
 - **Students used Outreach directly** for personalized emails/texts!
 - **Result:** Fully funded in 2 months – most impactful class gift!



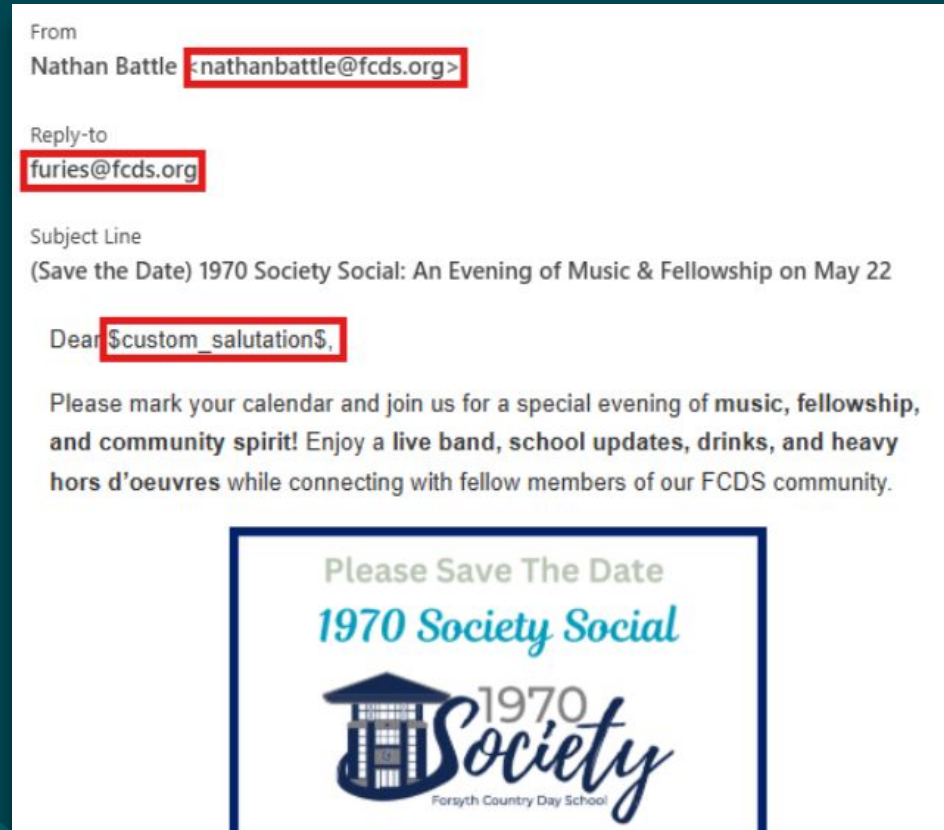
How?



Email
Text

Outreach Impact: Emails Drive Results

- **Since Aug 2024:** Powerful enhancement, streamlined communications, **tangible improvements**.
- **Personalization Power:** Merge tokens (name, last gift, student name)
 - *Especially effective for LYBUNTs!*
- **Strategic Sender Names:** Pivotal for engagement!
 - *Example:* Head of School email → boosted 'Innovating Classrooms' RSVPs (+25% attendance!).
 - **Team Capacity:** Partner with Board/Volunteer names → **scalable outreach!**



Outreach Impact: Text Messaging

The screenshot displays a text messaging interface. On the left is a list of messages, each with a timestamp and a yellow envelope icon. On the right is a reply composition area with a text input field and a 'Merge Tokens' dropdown menu.

Current Parent FF Text 1 10/17/24 - 04/23/2025 05:30 PM
Victoria Bass - It's ok!! Tech is so fragile sometimes and these things happen!

Current Parent FF Text 1 10/17/24 - 04/23/2025 05:24 PM
Charles Kirchoff - All good!

Current Parent FF Text 1 10/17/24 - 04/23/2025 05:13 PM
Jay Clookey - Who is Aaron?

54 Hour Launch Text - 02/28/2025 10:53 AM
Josephine Hanes - This is her father's phone. 📱

54 Hour Launch Text - 02/26/2025 08:55 PM
Melissa Wagner - FYI I am a Founding Alumni and got no notice of this event had you not gotten the incorrect email for my child. Suggestion - work on gathering the correct information for alumni. My brother receives info regularly from FCDS yet never had a child attend. We had 2 kids and we get nothing!

54 Hour Launch Text - 02/26/2025 07:29 PM
Alexander King - Loved "Alexander, the 54 Hours of Alumni Impact has begun! Let's come together and make a difference. Give now and help

Reply Area:
Drew Leyes
Unfortunately, we cannot make it Thursday
Apologies for delay in responding
Merge Tokens
Type reply here

- **Focus:** Community event invites & reminders (not solely fundraising)
- **Strategic Solicitations:** Limited use to maintain trust; 'Last Call' after email.
- **Optimal Timing is KEY!**
 - *Example:* 3:15 PM for annual fund text
 - **Why?** Parents in carpool line = scrolling phones = **clicks!**
- **GC Video in Texts:** Engaging, impactful short messages.

Key Takeaways



- **Small Shifts:** Custom Sender Name = Big Results!
- **Student & Volunteer Voices:** Amplify Impact
- **Strategic Tools:** Real Results (RSVPs, LYBUNT Renewals)
- **RSVP Responses:** 20% Increase
- **Alumni Donors:** 154 in 2020 → 400+ in 2025 (165% Increase)
- **Total Donors:** 636 in 2020 → 1100+ in 2025 (73% Increase)
- **GC Helps Us Build Genuine Relationships.**

Let's Connect!

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Questions & Discussion

- What questions do you have?
- How do you use GiveCampus?
- What GC advice do you have for the group?
- What is YOUR next step?

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Thank you!

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