

GiveCampus Partners Conference

Fixing the Front Door

Is Your Website Giving Experience Failing You?

GCPC'25

Thank you for joining us!

August 6-7, 2025

GCPC'25



Casey

Product

casey@givecampus.com

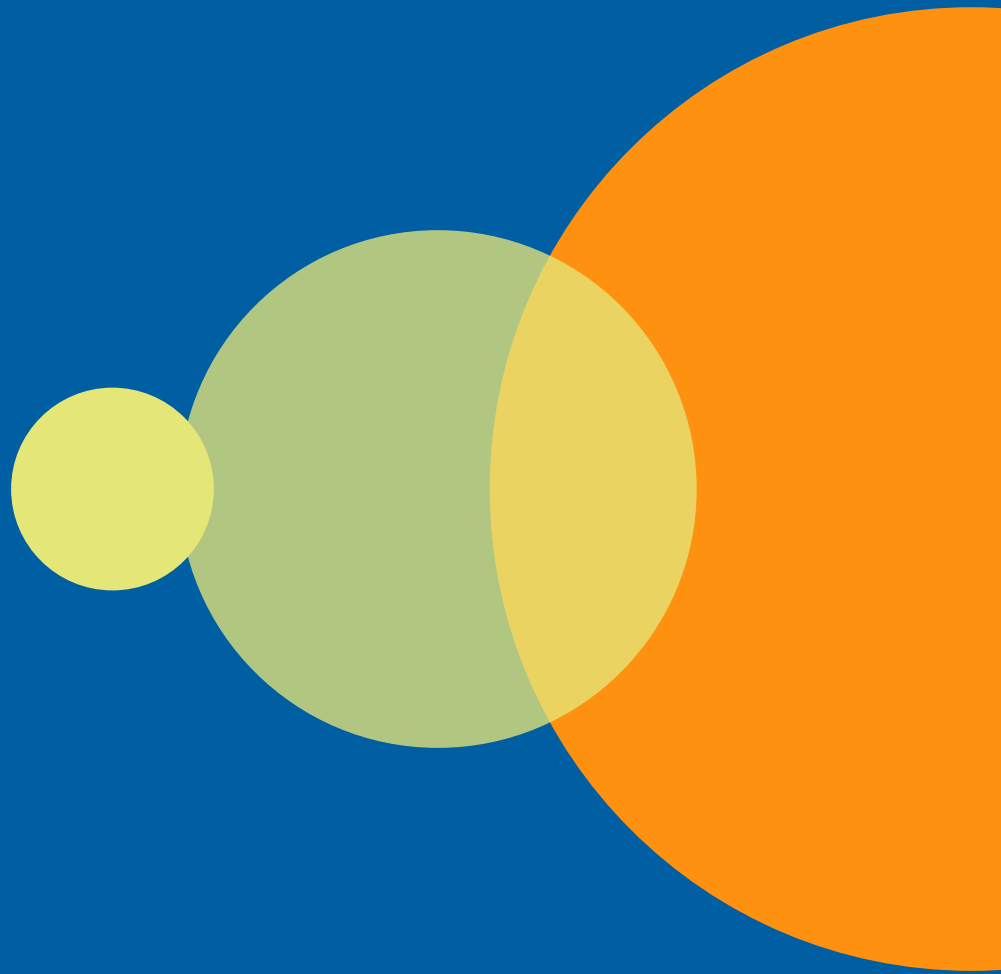


Donald

Business Operations

donald.bauer@givecampus.com

**Scale
Everyday
Giving**



Agenda

- Why Web
- Sentiment
- Data & Dollars
- Placement & Access
- Actionable Recommendations
- How to Make the Case





Fixing the Front Door

Why Are We Focused on Website?

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What we hear:

"We get a form free with our CRM."

"It's good enough."

"...I forgot about that."

"No one really goes there."

"I don't know who owns that."

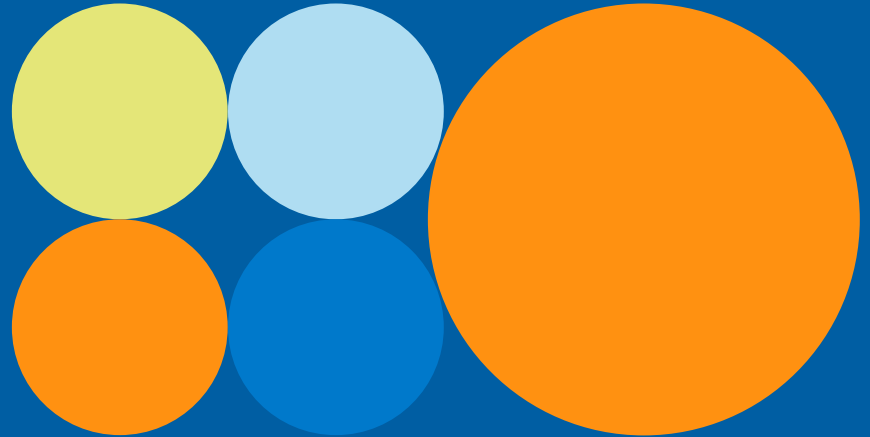
"Hmm. I hadn't really thought about that."

- **We are here to help you raise more money.**
- **The website giving experience is a critical and chronically ignored space.**



~25-30%

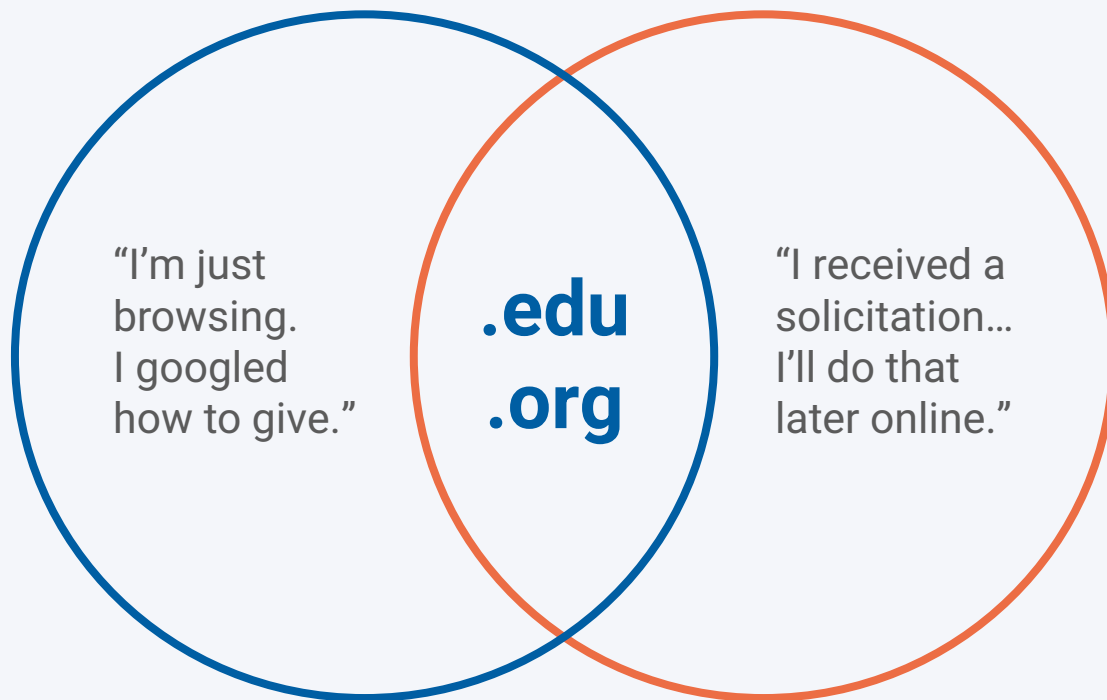
Percentage of online gifts reported coming directly from **visits to a school's website.**



FY25: Unique Link Analysis

Independent School

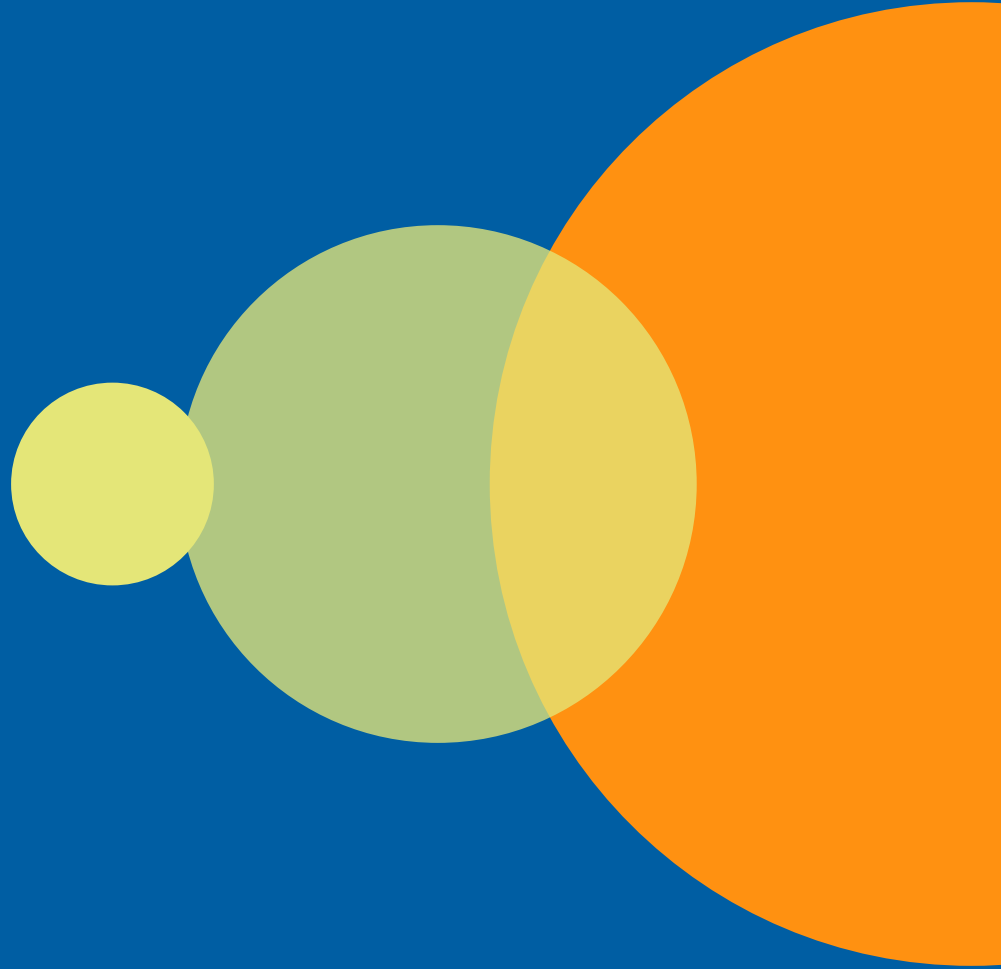
Unique Link	Donors
Website Link	468
May Alumni Newsletter	211
Personal Outreach: Class Emails	151
Personal Outreach: Class Email Follow Up	112
Fall Appeal	99



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**This space
matters.**



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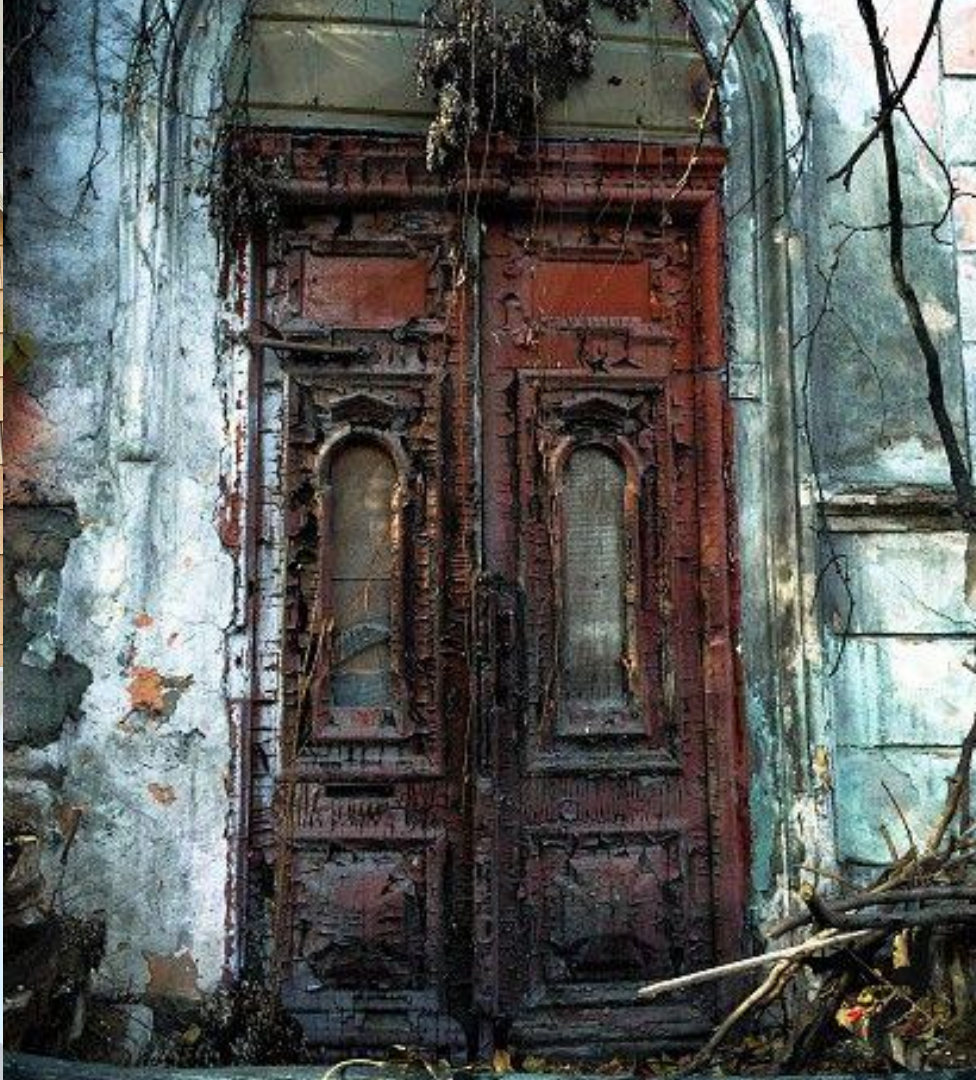
Sentiment

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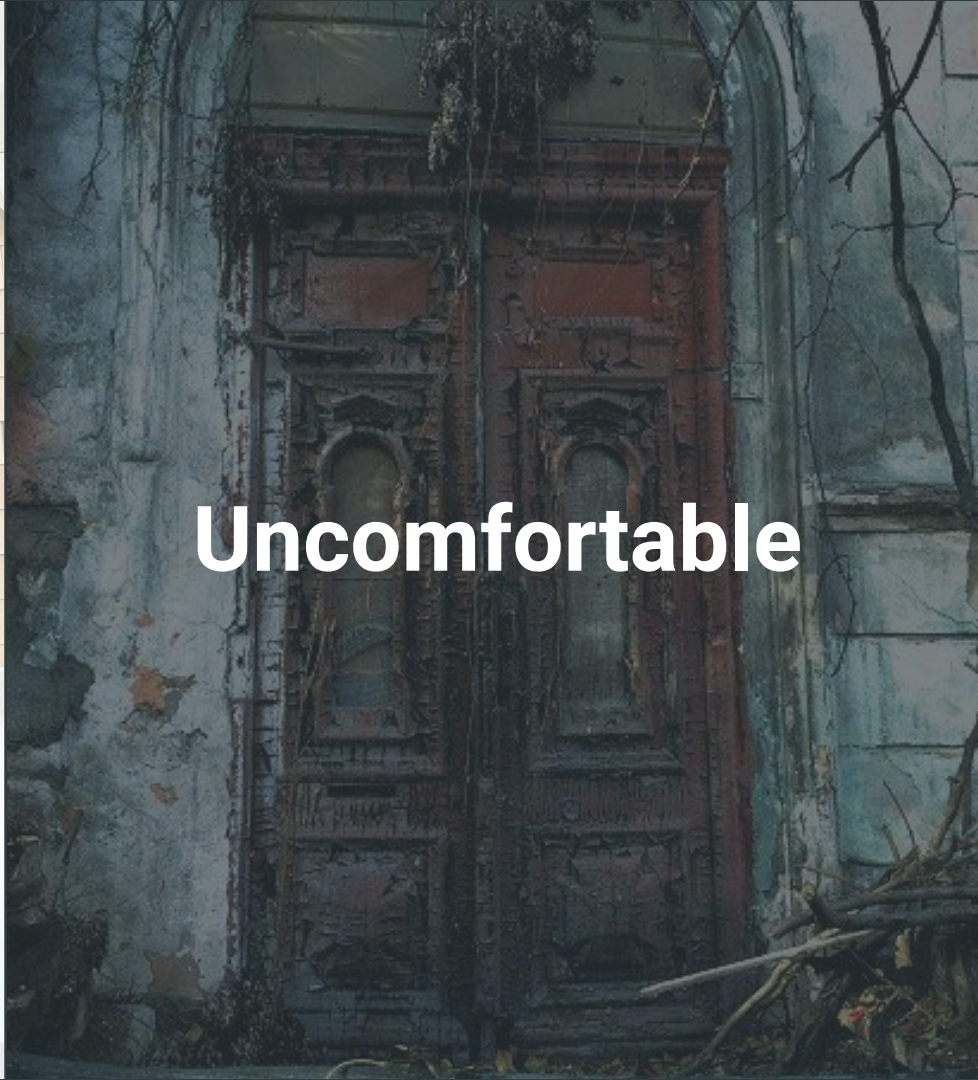
Your Website: The Front Door to Your Institution

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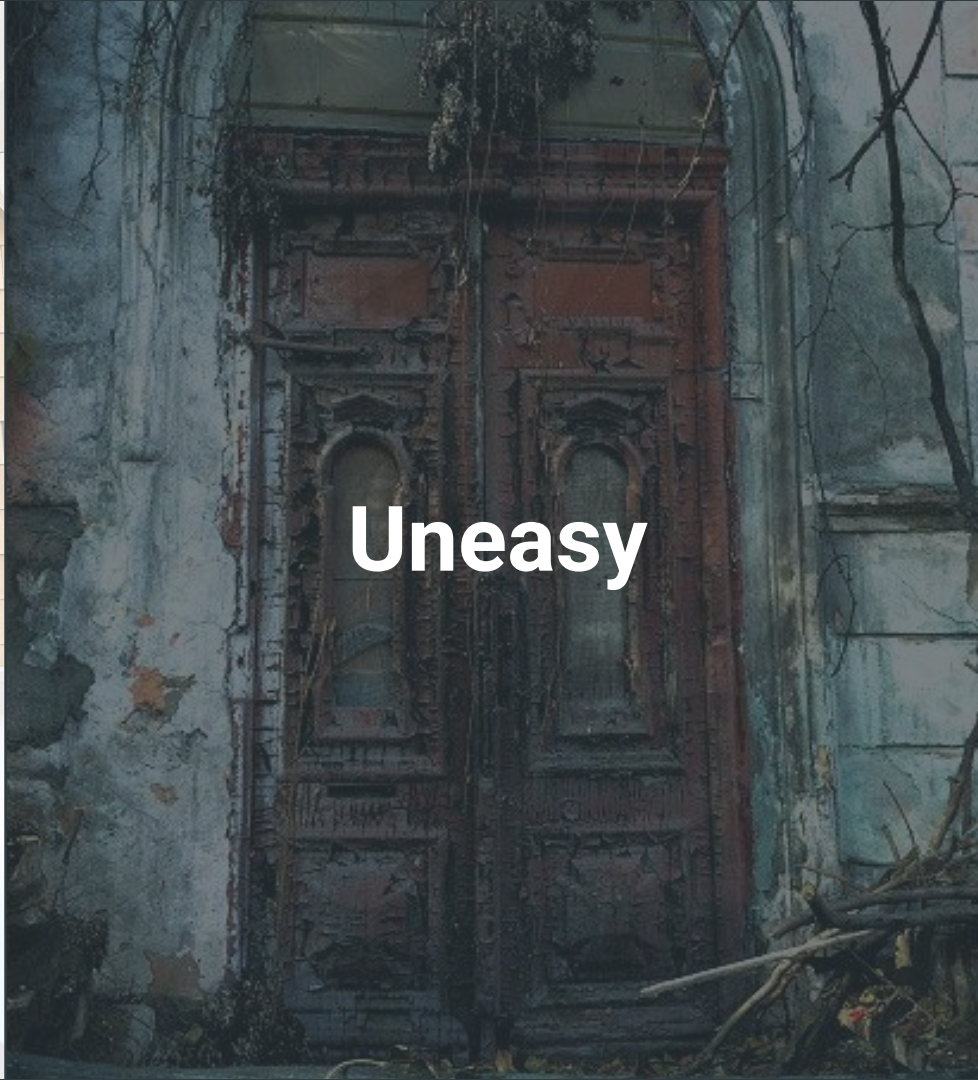
Welcome



Uncomfortable



Safe



Uneasy



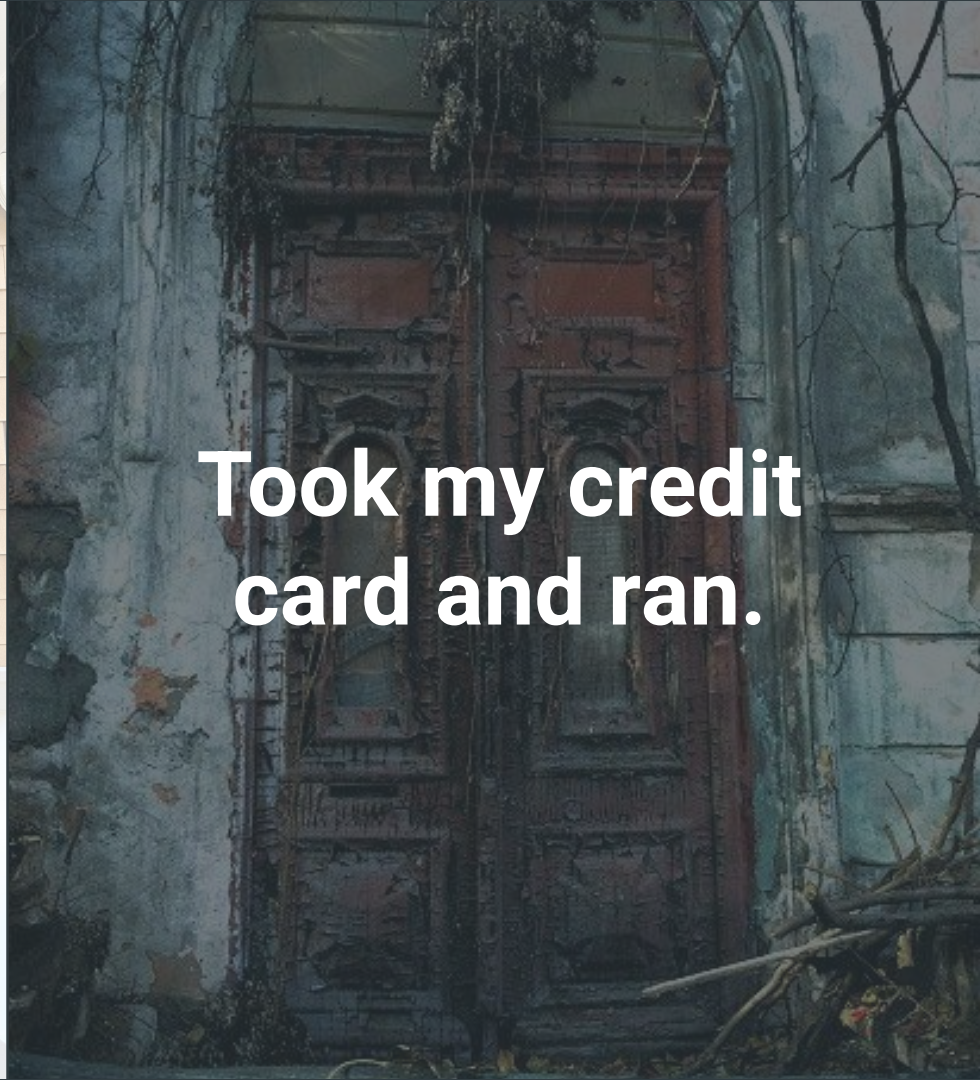
Appreciated



Money Dispenser



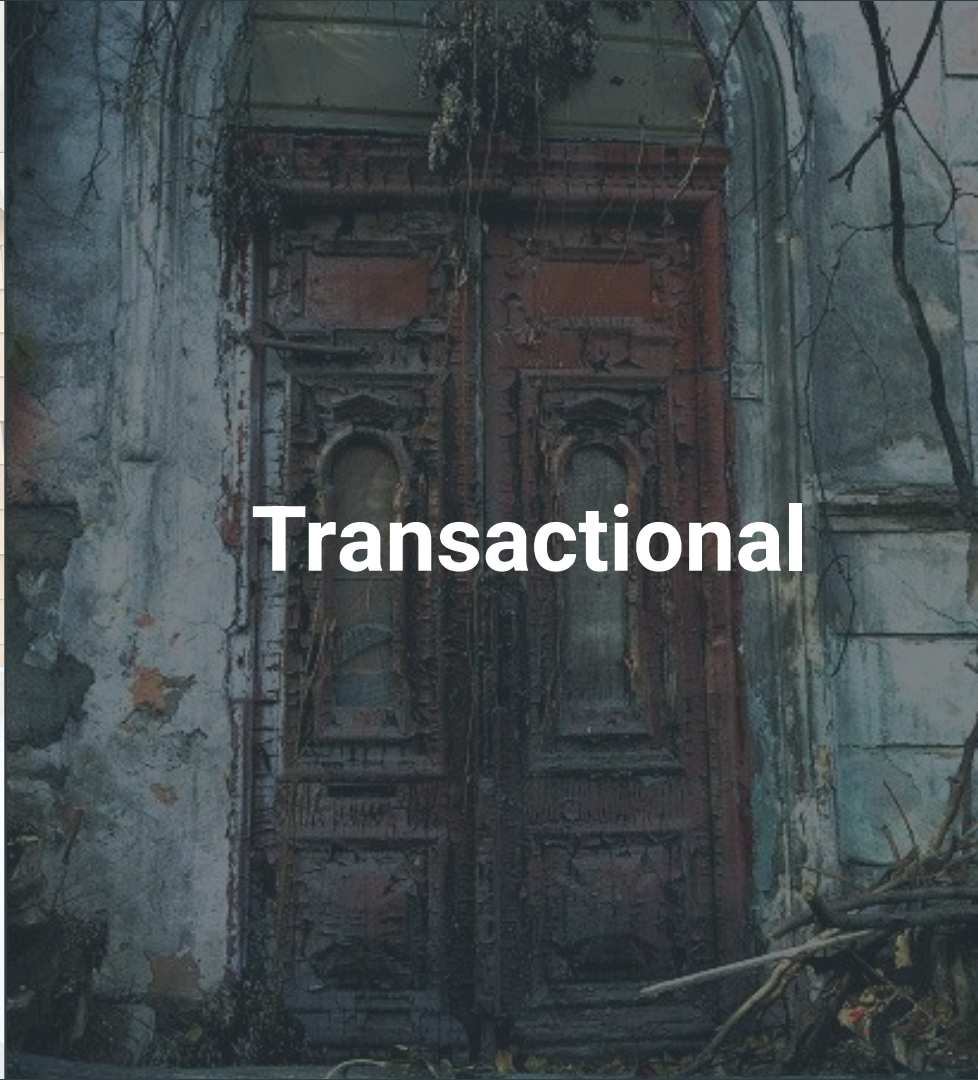
**Greeted me at
the Door.
Took My Coat.
Offered me a
Drink.**



**Took my credit
card and ran.**



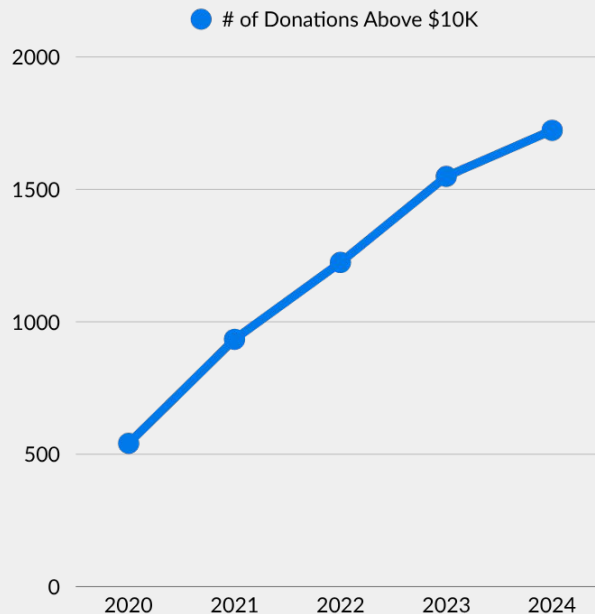
Personal



Transactional

Growth in Leadership Gifts on GiveCampus

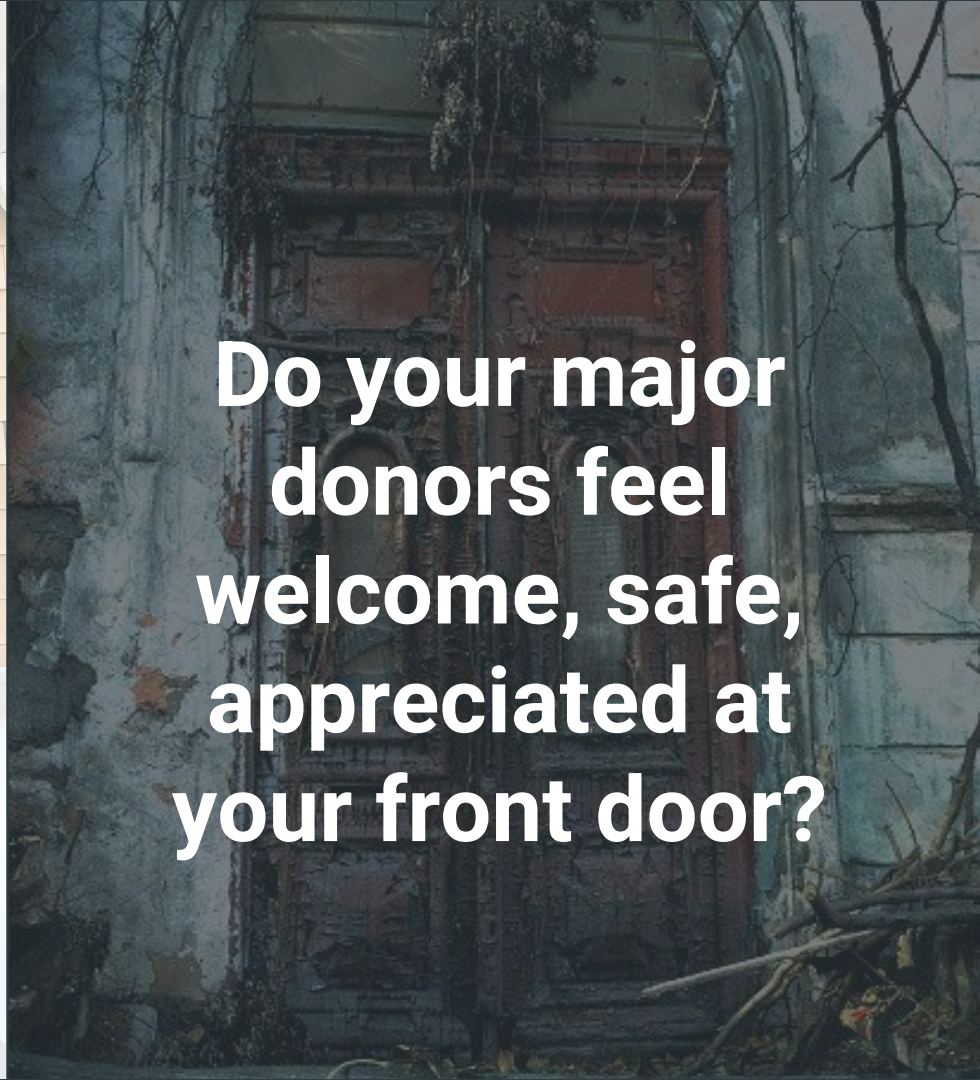
Schools using GiveCampus since 2020



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**How are we
making
donors feel?**



**Do your major
donors feel
welcome, safe,
appreciated at
your front door?**

Option 1:

Neutral

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Option 2:

Frustration

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The screenshot shows a donation form with the following fields: Billing Address (First Name, Last Name, Country, Address 1, Address 2 Optional), City, State / Province / Region, Zip / Postal Code, and Telephone (Optional). Below the form is a 'Final Steps' section with a dropdown for 'What are your affiliations?' (set to 'ALUM'), a text field for 'What is your class year?' (set to '2012'), and 'Donor Wall Settings' with three radio button options. At the bottom, there is a 'GIVE NOW' button that is disabled, indicated by a greyed-out appearance and a small icon over it.

Am I being an idiot? All the fields are filled out and it won't let me click give now.

Looks right!

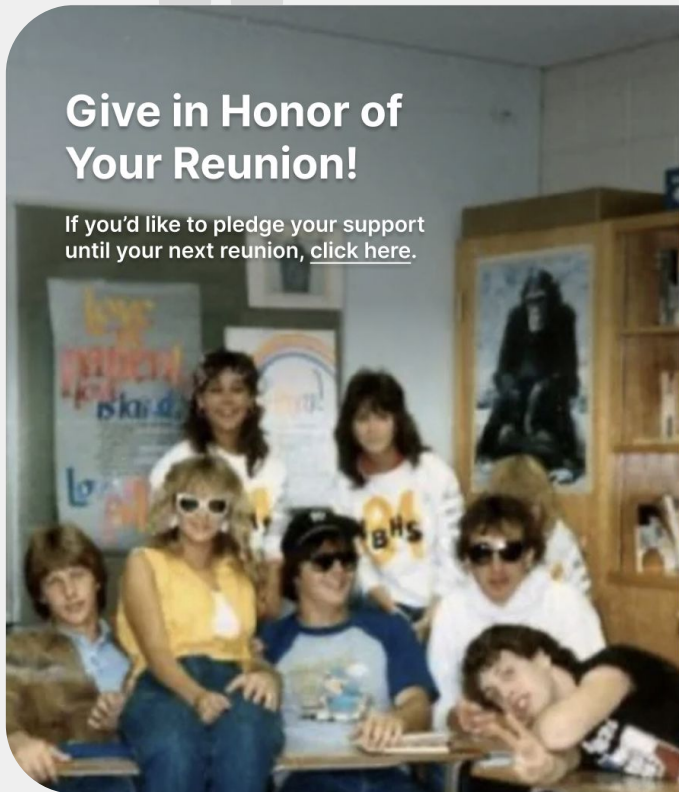
Clear out and retry. Mine went through.

Live support desk here.

Option 3:

Delight

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Give in Honor of Your Reunion!

If you'd like to pledge your support until your next reunion, [click here.](#)

Hi Taylor!

You've been a generous donor for 10 years in a row! Wow! In honor of your upcoming Reunion, we hope you'll consider supporting the State University again this year.

\$500

\$600

\$750

Amount *

Thank you for your support.

Make it monthly

Designation

Make your selection(s):

Financial Aid



DAF pay | Donor Advised Fund

G Pay

or

Give Now



Hi Harper!

You've been giving for 5 years in a row! We think that's pretty amazing. Your loyal support means the world to our students. Please consider renewing your gift again this year to keep your giving streak going!

Renew My Gift Of: *

\$350

Looking to make this gift in honor / memory of someone? Enter their name after you complete your gift.

Support our students year round with a monthly gift.

Area of Support

Make your selection(s):

Annual Fund



DAF pay | Donor Advised Fund

Pay with **venmo**

Pay with **PayPal**

Donation Information

Gift # 1

Fund / Designation Selection

Gift Amount

Comments

Is the Gift In Memory or In Honor of?

Anonymous Gift?

Add another area of support

Total Donation Amount

Donor Biographical Information

Email Address

ie: example@technolutions.com



First Name

Middle Name

Last Name

Birthdate

Mailing Address

Mailing Address

Country

United States

Street

City

State

Select State

Postal Code

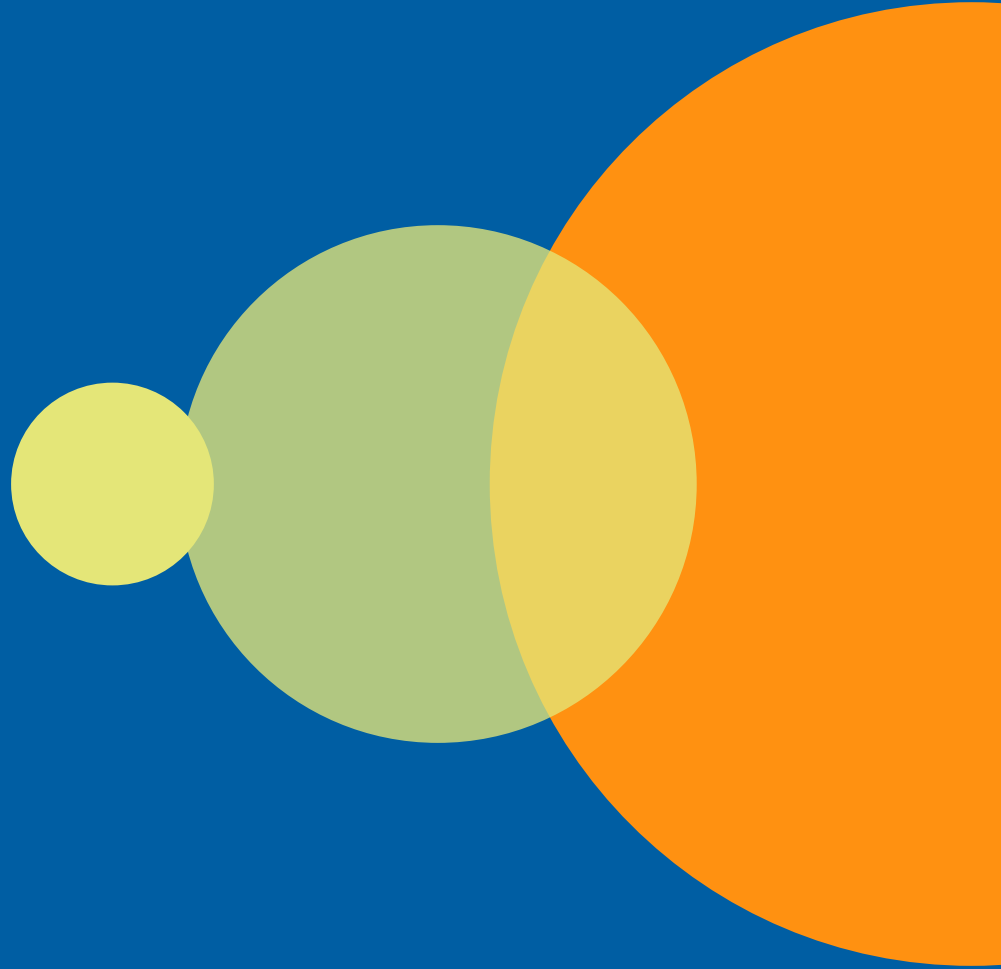
Submit

Join me!

Design Thinking Workshop
**The Future of Online
Giving Experiences**

Thursday, 3:25 p.m., Bookstore

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Fixing the Front Door

Data & Dollars

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Designation

Designation:

Gift Preferences

Alumni Year

Is this a business credit card?

How did you hear about us?

<Please Select>

Leave a comment (optional):

Billing Address

Make this gift on behalf of an organization

Name: title first name

last name

Email:

Phone:

Country:

United States

Address:


City:

State & zip: state

zip

I would like this gift to remain anonymous

This webpage is secured by reCAPTCHA. View the privacy


Sign in

Women in STEM Solving Problems

Applied Science for a world that works for everyone

Amount *

Name *

Email *

By sharing your email you will receive a quarterly newsletter that provides project updates.

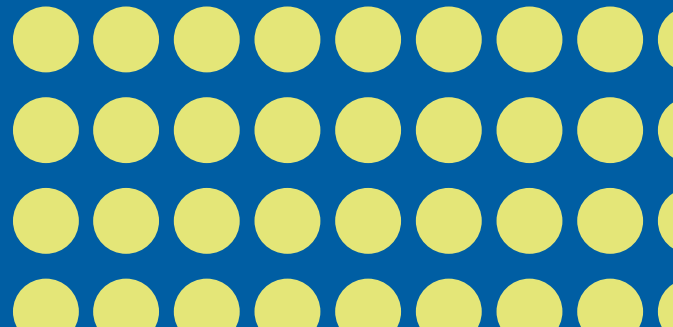
Please share what inspired your gift to WISSP today

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

or

* Indicates required field

- - 0.6 pp per field
- -1.2 pp per *text* field
- -1.2 pp per *required* field
- -2.4 pp per *required text* field



Designation

1 Designation:

Gift Preferences

Alumni Year 2

3 Is this a business credit card?

4 How did you hear about us?

5 Leave a comment (optional):

Billing Address

6 Make this gift on behalf of 7

9 Name: title first name 8

last name

Email:

10 Phone:

11 Country:

12 United States

Address:


13 City:

14 State & zip: state 15 zip

16 I would like this gift to remain anonymous

17

This webpage is secured by reCAPTCHA. View the privacy


Sign in

Women in STEM Solving Problems

Applied Science for a world that works for everyone

Amount *

Name *

First, MI, Last Name

Email *

Email

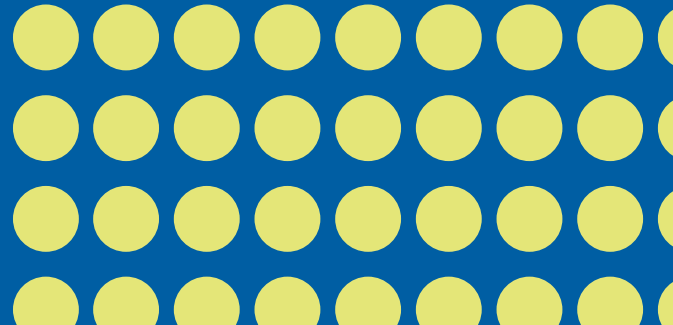
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or

* Indicates required field



Designation

1 Designation:

Gift Preferences

Alumni Year 2

3 Is this a business credit card?

4 How did you hear about us?

5 Leave a comment (optional):

Billing Address

6 Make this gift on behalf of 7

9 Name: title first name 8

10 last name

11 Email:

12 Phone:

13 Country:

14 United States 15


16 Address:

17 City:

18 State & zip: state zip

19 I would like this gift to remain anonymous

This webpage is secured by reCAPTCHA. View the privacy


Sign in

Women in STEM Solving Problems

Applied Science for a world that works for everyone

Amount *

Name *

First, MI, Last Name

Email *

Email

By sharing your email you will receive a quarterly newsletter that provides project updates.

Please share what inspired your gift to WISSP today

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or

* Indicates required field

+16.8pp
increase in conversion



+84 donors
per 500 page visits



+\$21,671
assuming avg gift of \$258

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

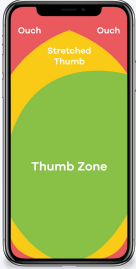
17

1

2

3

4



small fields,
off to one
side

small button
outside thumb
zone

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10:20

Is the Gift In Memory or In Honor of?

Add another area of support

Total Donation Amount
\$

Donor Biographical Information

Email Address
ie: example@technolutions.com

First Name

Middle Name

Last Name

Birthdate

Home Address

Country
United States

Street

City

State
Select State

Postal Code

Submit

10:14

Mail

givecampus.com

COLGATE UNIVERSITY Sign in

Designation
Select a Designation

Name *
First, MI, Last Name

Email *
Email

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

Pay with **venmo**

Pay with **PayPal**

Apple Pay

or

Make Your Gift

* Indicates required field

large fields,
accessible
across
thumb zone

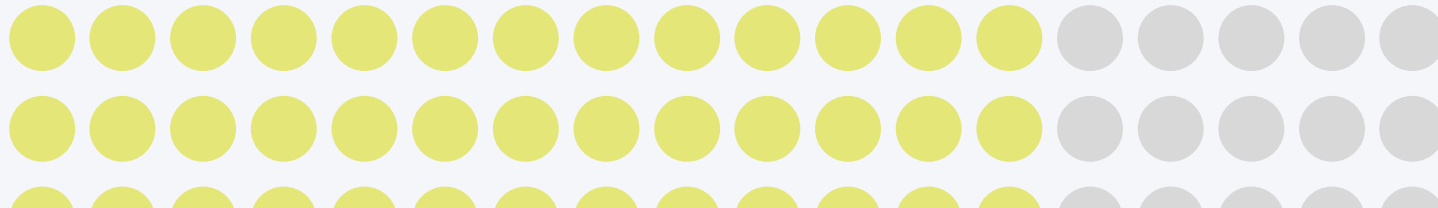
large buttons,
accessible
across thumb
zone



+2.93

percentage point increase in conversion
with digital wallets on the first page of the form

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Every decision matters increasing donors.

3x Faster Checkout
with Stripe Link

5% Increase
Mobile first design

Post-Payment Forms
*Accommodating
fewer form fields +
higher conversion.*

Every decision matters increasing dollars.

Renew My Gift Of: *

\$ Enter an amount to maintain your annual giving streak

Looking to ma

Additional n

Name *

Casey Fish

Email *


casey@g

See if your c

Search C

By contining

DAFpay™

Account  Example Account... \$122,540.67

Donation amount

\$15,000 Edit

+50 +100 +150 +200

Note [Add message](#)


Contact **Casey Fish**
casey.fish@gmail.com

Address **4219 Southeast Clinto...**

Donate

By continuing, you confirm that your grant is free from private benefit, does not fulfill an existing obligation & complies with Fidelity Charitable's donation guidelines.

* Indicates required field



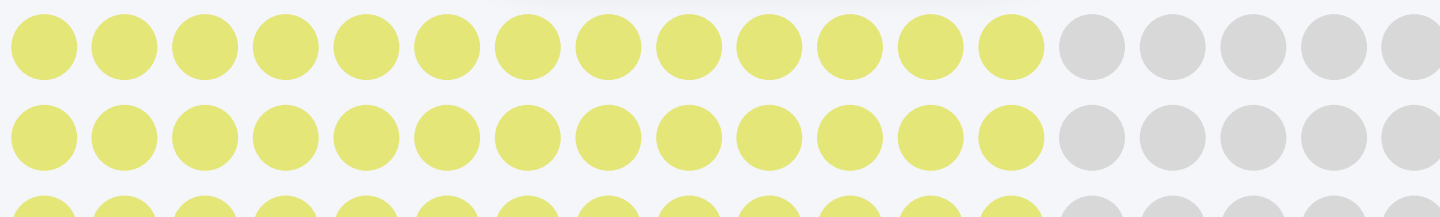
Become a Monthly Supporter

Would you consider becoming one of our valued monthly supporters by converting your \$100.00 contribution into a monthly gift?

Ongoing monthly donations allow us to better focus on our mission.

Give \$10.00/month

Keep my one-time \$100.00 gift



Every decision matters increasing dollars.

\$2,200

Average DAFpay gift

+\$1.8M

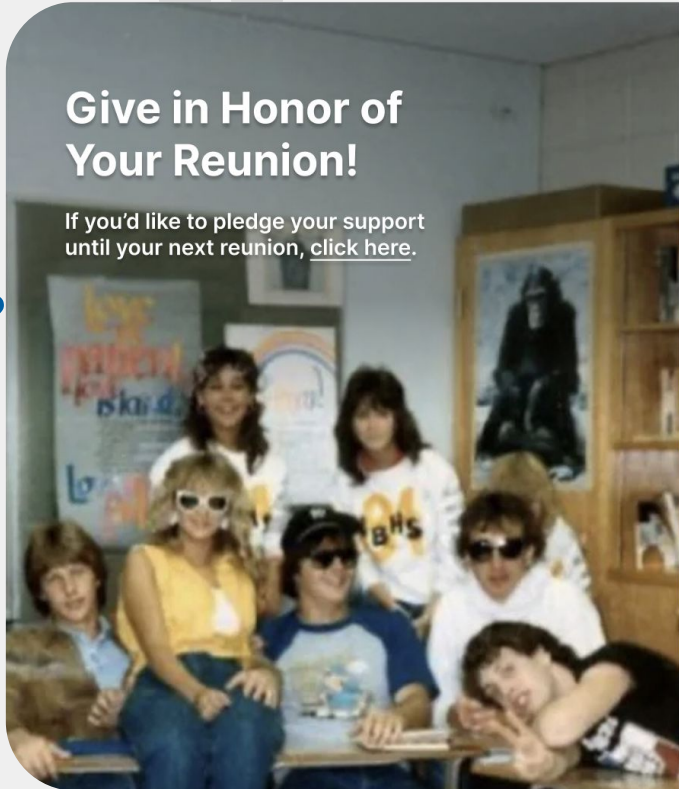
*Value of recurring
gifts driven through
recurring nudge*

\$1.1M

*From incomplete gift
nudges*

What if we use
Personalization?

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Hi Taylor!

You've been a generous donor for 10 years in a row! Wow! In honor of your upcoming Reunion, we hope you'll consider supporting the State University again this year.

Amount *

Make it monthly

Designation

Make your selection(s):

(+)

or



Impact of Using Personalization

50%

*Time reduction to
complete a gift*

2x

Increase in conversion

18%

*More likely to increase
their gift*

40%

*of donors upgrade their gift with using
personalization with Smart Suggested Ask Amounts*



Fixing the Front Door

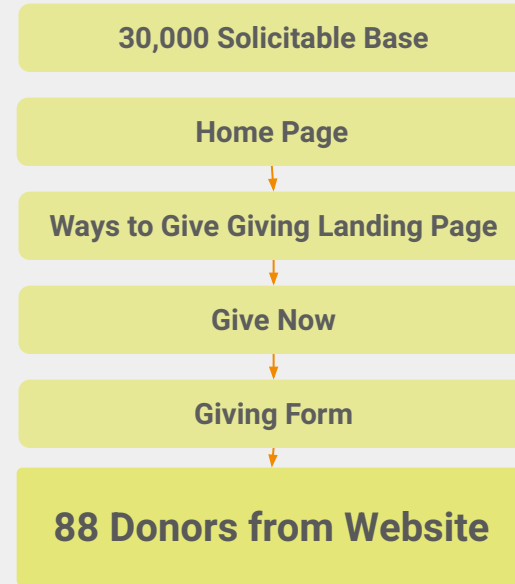
Placement & Access

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School A *Large University*



School B *Large University*



Despite having a larger solicitable base,
School B's website brought in less than half the # of donations.

1 Click from Homepage

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Fixing the Front Door

6 Recommendations

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Analyze Current Experience

- How Many Clicks from Homepage?
- How many fields?
- How long does it take to donate
- How did it make you feel?

Reduce Fields

- Only maintain fields do you *need* to reconcile the gift
- Shift nice to have fields to a post-payment form

Reduce Clicks to Give

- Provide a 'Give Now' button directly on home page
- Ideally, above the scroll



Increase Payment Offerings

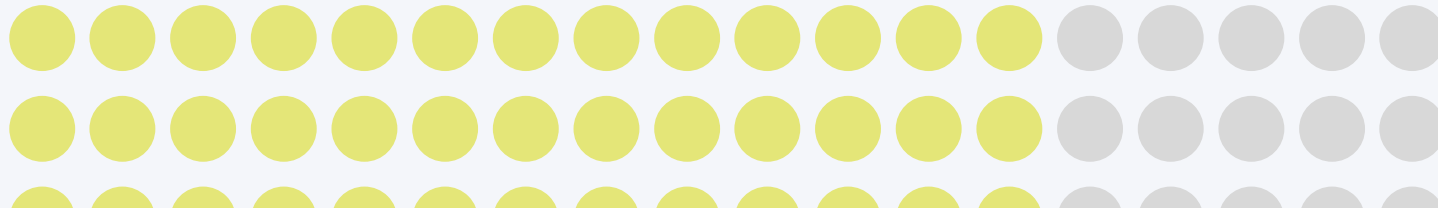
- Onboard DAFpay
- Digital Wallets 365 Days a Year
- Digital wallets on the [pre-payment page](#) (don't bury them)
- **Tune into the Plenary after lunch for an exciting announcement.**

Personalized & Targeted

- Targeted forms by:
 - *Affiliation*
 - *Donor Status*
 - *Designation*

Use GiveCampus!

- Better Sentiment
- Better Conversion
- Better Payment Processing
- Better Support
- Add Unique Tracking Link on Website!





Fixing the Front Door

How to Make the Case

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1-Pager Take Away!

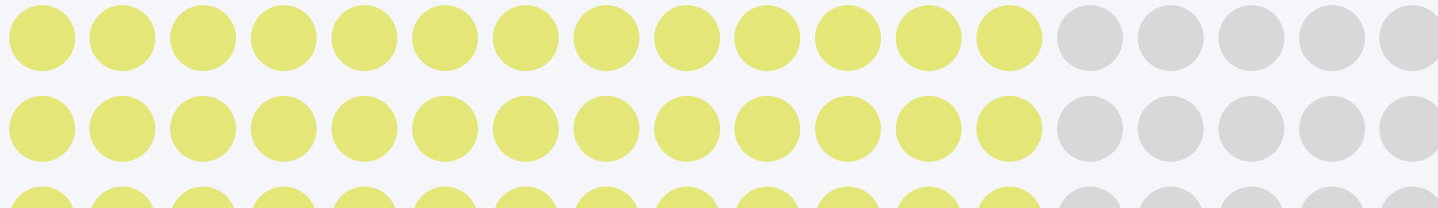
- Share with your team!

Don't Go It Alone!

- Let our team help you make the case to leadership and colleague
- GC template to forward to your web master

Analyze Current Experience

- Have your team get more familiar with the current experience you're offering to donors.





Fixing the Front Door

Questions!

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