

## Expand and Better Engage Your Constituency Higher Education Giving Days

“Kimbia’s innovative technology platform was the foundation we needed to build out a robust and focused day of giving to drive donor participation for Georgetown and fundraise for student scholarships. Their platform enabled us to touch our donors across all online channels, and the team was available to give us the answers we needed in real time. We look forward to what we can do together in the future.”  
- Joannah Pickett, Senior Director, Annual Fund, Georgetown University

### OPPORTUNITY

Successful online giving days are rapidly being adopted by higher education institutions of all sizes including Georgetown University, University of Notre Dame, Purdue University, University of Maryland and Columbia University (2013 winner of the CASE Circle of Excellence Award for Innovative Use of Technology for Fundraising). As part of annual fund drives, these events drive participation and engagement as well as diversify giving opportunities and raise funds in an innovative way.

The results are impressive:

- \$11.1 million raised in a single day
- \$2.5+ million in offline donations inspired by an online event
- 2,100 unique visitors to the institution’s website in 24 hours
- 10,500 donations from alumni, faculty, staff, students and family members from all 50 U.S. states and 53 countries
- 1,000 new donors attracted
- 40% new or reactivated constituents

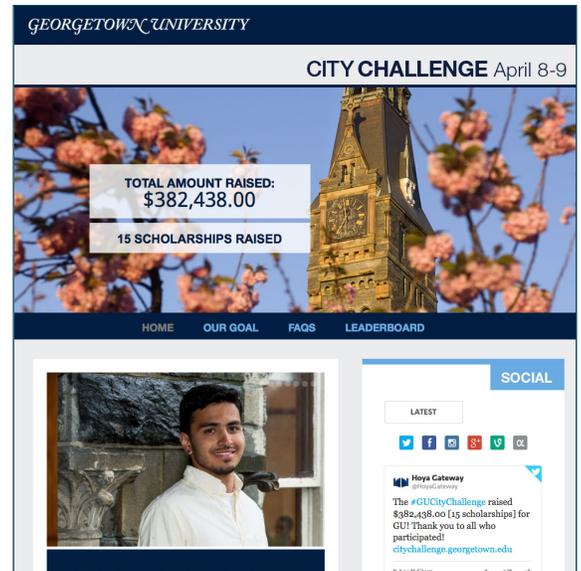
### OBSTACLES

Many institutions don’t have available staff or in-house giving day expertise to organize and host these successful events. And building their own site may be risky because of peaks in volume and traffic that can stress IT infrastructure and lead to technology failure. One solution is to turn to third-party vendors. However, many of these systems have serious drawbacks. They often:

- Lack the necessary scalability to handle the high traffic volume associated with a 24-hour event without crashing.
- Subsume your unique brand within their own to the point that donors are not sure where their funds are going.
- Retain and use your donors’ information to market others’ events
- Hold back your funds for an unnecessarily long time.

### OUR APPROACH

Kimbia has transformed giving days to make it easy to create an event that meets your unique needs, highlights your brand at all times, reaches your constituents wherever they are (Web, social media, mobile), makes sites and donation forms easy to use to minimize donor abandonment, provides donors with the highest level of security available and puts you in control of your donor information



### WHY KIMBIA?

- Highly customizable giving day platform meets your unique needs
- Scalable, secure solution protects your brand
- Control of donor data and funds
- Social media and online fundraising strategy and tactics training
- Strategic Communications Toolkit reduces the effort required to implement a Giving Day
- Proven expertise in giving days ensures outstanding results

# HIGHER EDUCATION GIVING DAYS

## Capacity Building

Maximize event results and build capacity. Attend our online fundraising best practices and social media training sessions designed to help you engage your alumni, volunteers, class agents, corporate sponsors, etc., and to engage donors in their preferred channels. Use our Strategic Communications Toolkit with planning tools, customizable communications templates and lots of event ideas – all based on Giving Day proven practices.

## Brand Building

Choose the giving day design – match, challenge or a combination of the two. Our flexible platform can be easily customized to your unique needs. Every aspect of your event is uniquely branded with your institution's identity – Web pages, forms, tax receipts and credit card statements. Your donors are never redirected to a third-party site.

## Brand Protection

Don't suffer the embarrassment of your site going down or the resulting reduced funding. Our solution has been independently verified to handle high-volume giving days.

## Financial Control

Never give up legal control of donations to a third-party. As a trusted source of institutional philanthropy, we believe it's important to have even funds deposited directly into your account.

## Secure Transactions

Provide your donors with the highest level of security available. Kimbia maintains a PCI Level 1 secure service provider certification for all transactions – the highest level possible.

## WHAT'S INCLUDED

- Social media and online fundraising strategy training
- Strategic Communications Toolkit
- Giving day website – owned by you and hosted by Kimbia
- Complete project planning and management including a project manager and weekly status calls
- Dedicated support for the event day
- Real-time, on-demand progress reports
- Donation forms for each fundraising entity that can be embedded on their website in under two minutes
- Our expertise and experience to ensure a successful event

The screenshot displays the Columbia Giving Day website interface. At the top, a blue banner features the Columbia University crest and the text "GIVING DAY 10.29.14". To the right, it shows "Changing Lives that Change the World" and "TOTAL AMOUNT RAISED \$11,064,924" and "TOTAL GIFTS 10452". Below the banner is a navigation menu with "MAKE A GIFT", "LEADERBOARDS", "CONNECTIONS" (highlighted), and "FAQS". The main content area is titled "Connections" and includes a paragraph about social media engagement. A "Make a Gift" button is prominently displayed. On the right, there's a "Tweets" section with two tweets from @ColumbiaAlumniA.

# KIMBIA®

Contact us to see how we can help you find, convert and retain more supporters.  
877.204.9955 or info@kimbia.com

www.kimbiam.com