OC OKLAHOMA CHRISTIAN UNIVERSITY

Oklahoma Christian University raised 330% of Giving Tuesday fundraising goal

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challenge

Launch a compelling Giving Tuesday campaign that inspires supporters to connect with their mission and donate

Solution

GoFundMe Pro's crowdfunding websites offer the perfect storytelling opportunity while activating supporters in meaningful ways

"The versatility of GoFundMe Pro has been very beneficial for us. From donation pages, crowdfunding, recurring donation options, peer-to-peer fundraising, and the flexibility to pay with different payment options enable us to tell our story and make it easier for our supporters to give."

– Hannah Johnson, Annual Fund and Alumni Outreach Coordinator

Oklahoma Christian University works to transform lives for Christian faith, scholarship, and service. The alumni and advancement teams are tasked with raising money throughout the year so more students can grow and learn on OC's campus, many of whom do so with the support of a scholarship. In fact, 95% of its 2,000+ enrolled students are awarded financial scholarships to assist their learning journeys.

Finding a reliable fundraising solution

Back in 2019, OC was looking for a comprehensive fundraising tool to replace its previous solution–one that could reliably process donations and provide a superior donor experience as more supporters moved online.

simple to <u>duplicate</u> the previous year's Giving Tuesday campaign and edit the images and content blocks to tell a compelling story that aligns with timely goals.

email, social media channels, and texting. This ensures the right message is getting to the right people via the right channel.

In 2022, an anonymous donor generously matched up to $30,000 in donations on Giving Tuesday. **In the end, OC raised over $197,000, raising 330% of its goal,** with donations going back into the scholarship fund to support students.

> **"** To set our Giving Tuesday fundraising goal, we always look at the previous year, and each subsequent year, we try to beat that number. This past year we added in the match. It was amazing that GoFundMe Pro can automatically match as donations roll in.
>
> **Hannah Johnson**
> Annual Fund and Alumni Outreach Coordinator

More ways to grow supporters and donations

School is out for the summer, so the OC team is looking forward to a productive planning period. They're currently in the midst of a website refresh and are planning to add more (and easier) ways to donate, like

was such a success that other colleges want to get involved.

With November a mere five months away, it's never too early to start thinking about Giving Tuesday. After the amazing success last year, the OC team has its sights set high with bigger matches and a closer partnership with their major gifts team.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like

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Related Case Studies

Success Story

Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

Success Story

Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

Success Story

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog

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Crowdfunding

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Nonprofit Pages on GoFundMe

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Story

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Press & Media

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Integrations Hub

Campaign Templates

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