

Winthrop University

Institution Type: 4-year Public Institution

Institution Size: 4,500 – 5,000 Undergraduate Students

CHALLENGE: To raise funds for its Student Emergency & Assistance Fund, bolster stewardship efforts, and maintain business continuity.

In response to COVID-19, [Winthrop University](#) participated in #GivingTuesdayNow to support students in need of assistance during the campus closure. Using Blackbaud Guided Fundraising™, the university advancement team was able to maintain business operations remotely and equip student callers with the technology needed to conduct a thank-a-thon.

RESULTS:

- Created a Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving®, campaign, raising nearly \$30,000 for its Student Emergency & Assistance Fund during #GivingTuesdayNow.
- Stewarded over 3,355 donors during 3 ½ week thank-a-thon campaign with remote student callers.
- Expanded outreach efficiency and outcomes by sending over 5,000 text messages that resulted in additional \$2,700+ in donations.

Winthrop University is powered by Blackbaud solutions for:

- ✓ Data enrichment services
- ✓ Fund accounting
- ✓ Fundraising and relationship management
- ✓ Marketing and engagement
- ✓ Peer-to-Peer fundraising



“Blackbaud Guided Fundraising has been critical for Winthrop University during the pandemic. Our student callers were able to work remotely and held a thank-a-thon. We have received great feedback from our donors for keeping the students employed. The follow up email and text options take our call center to a new level.”

—RJ Gimbl, Associate Vice President