

Like many schools, Saint Albert the Great School sponsors several annual fundraisers to strengthen the bond among its school community and raise money for specific purposes. Managing engagement and donations for these campaigns is critical to measure the success of the private school's fundraisers.



### Services Used

- Donor Management
- Email
- Events
- Payment Processing
- Reporting
- Campaign Planning and Management
- Coaching

### The Challenge

The school staff was hamstrung by outdated processes and limited analytics on their fundraising work. The staff had been sorting hard-copy forms, cash and checks, cross-checking who needed reminder notes to drive participation and then updating event seating charts. They relied on several software programs for various purposes. The school didn't have the capability to process online payments and feared how large the gap in lost revenue might actually be. The staff wanted a lesson in adopting a single platform to manage all aspects of the work, including donor management, campaign planning and management, events, emails, reporting. With all of this available within Auxilia's platform, they could put an end to the weeks-long production cycles that every fundraiser required.

### The Solution

With a large fundraising event on the calendar, it was a great time for Saint Albert the Great School to migrate to Auxilia's single software platform. Auxilia staff provided superb training, helped with importing data on donors, and Saint Albert's team easily managed the event. Utilizing the advertisement feature, the school now digitally spotlights its fundraisers. Auxilia quickly delivers a clear registration list that they custom sort. Whenever an event registration or donation is received, a thank you email is generated, saving staff additional time. Producing receipts for tax-deductible gifts is an automated step that also provides the donor a confirmation.

## The Results



**50% Increase In Donations**



**Sold out event**



**More Time To Focus On Fundraising**

The team at Saint Albert pushed an email about an upcoming event, which then sold out in just eight hours. The staff's time was freed up to focus on the raffles, catering and décor plans. Profit from the event, Night At The Races, was \$36,000, a 50 percent increase for this event. Ticket sales are finally a seamless process with payments going directly into the school bank account. Since Auxilia was incredibly intuitive, the school staff is expanding into its social media services to broaden their avenues to connect with supporters and prospective donors.

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“Gone are the days of paper invitations sent home in our students’ backpacks to reach families. Our school team is more professional now having moved from sorting forms, money and special requests. The platform lets us quickly gauge engagement, contributions and send electronic reminders. We’ll be with Auxilia for years to come.”



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