hivebrite

The Fight: How the University of Notre Dame Raised $8.7M for Its Student Relief Fund

The university uses Hivebrite's all-in-one community management platform to facilitate fundraising campaigns and encourage donations

Challenges

- Encourage and facilitate donations from university network

- Reduce time-consuming tasks related to fundraising campaigns

- Provide a frictionless end-user experience

Solutions

- Hivebrite's customizable all-in-one platform

- Donation Module

Benefits

- $8.7M raised in one fundraising using Hivebrite's Donation Module

- More efficient fundraising campaign management

- An optimal and branded end-user experience

Founded in 1842, The University of Notre Dame is a distinguished research university offering undergraduate and graduate education guided by a Catholic mission.

Facilitating a Culture of Giving Back

Beyond fostering educational achievements, the university seeks to create solidarity and concern for common good amongst its students. The university's network of alumni, family and friends is a testament to this mission.

Notre Dame benefits from a vibrant network of hundreds of thousands of members. The support and commitment of this community are crucial to the success of the university's fundraising efforts.

Overcoming Time-Consuming Tasks to Focus on What Truly Matters

Designing campaign pages, promoting fundraisers amongst the network, as well as processing donations were all highly time-consuming tasks for the Fundraising Team. Creating professional reports on the result of each fundraiser and processing administrative paperwork also proved to be a headache.

With so much time being spent on administrative tasks the team had less time to focus on the fundraising strategy and its tangible results!

More Efficient Campaign Management

Notre Dame called on Hivebrite to provide it with a complete all-in-one community management platform for engaging its ever-growing network and coordinating its fundraising campaigns.

> **"** With Hivebrite, Notre Dame was able to set up a COVID-19 response fundraising campaign in under half an hour that was seen by over 100,000 potential donors worldwide. We can now easily create beautiful campaigns with a second to none user experience to encourage and facilitate donations.
>
> Brandon Tabor
>
> Director of Marketing Operations at the University of Notre Dame

Hivebrite's Donation Module enables Notre Dame's Fundraising team to almost effortlessly create branded donation pages and promote fundraisers amongst its community.
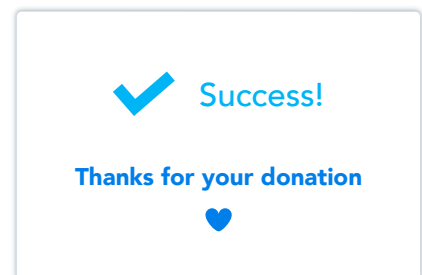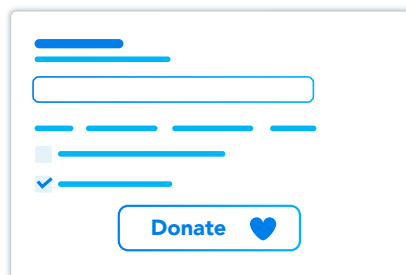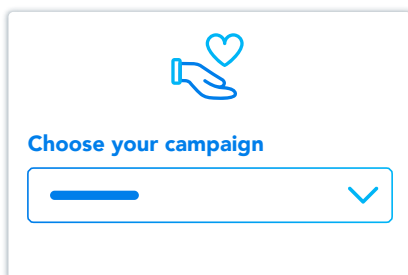
Donations are now processed by an integrated payment gateway. Alumni can easily donate using the payment method of their choice. The fundraising team can manage all funds from one dashboard and donation reports are automatically generated with a couple of clicks.

A Hugely Successful Fundraiser Powered by Technology

The module was put into practice for the university's recent fundraiser. "The Fight" was an eight-hour live production featuring performances and interviews with Notre Dame students, alumni and staff to rally awareness and gifts for the Student Emergency Relief Fund and COVID-19 research at Notre Dame.

Powered by Hivebrite's Donation Module, Notre Dame raised an amazing 8.7 million dollars. The campaign took less than a half hour to build and deploy.

With Hivebrite, never before has it been so easy for Notre Dame to embrace its philanthropic DNA by creating impactful fundraising campaigns and encouraging donations.

Choose your campaign

Donate ♥

Success!

Thanks for your donation ♥