



QGIV CASE STUDY

Catholic Charities Terre Haute

Switching to Qgiv from Acceptiva helped save time and positively impacted online giving.

ABOUT CATHOLIC CHARITIES TERRE HAUTE

Catholic Charities Terre Haute provides help and creates hope by nourishing the minds, bodies, and spirits of children, families, adults, and seniors. By collaborating with community partners, they provide nutritious food, safe shelter, quality youth programming, and essential human and household needs.



Catholic Charities
Providing Help. Creating Hope. Serving All.

Fundraising Overview

Increased recurring donations by **45%**

Reached **111% of goal** with peer-to-peer events

Challenge:

Catholic Charities Terre Haute wanted to proactively transition to Qgiv from Acceptiva and realized that, with Qgiv, they had an opportunity to enhance their fundraising strategy to benefit both their donors and staff. They needed to:

- + Improve their campaign and event experience
- + Enhance brand awareness
- + Feel supported during their transition

Solution:

- + Donation Forms
- + Events
- + Peer-to-Peer Fundraising
- + Giving Essentials

CHALLENGES

Catholic Charities Terre Haute learned their donation processing platform, Acceptiva, had become part of the Qgiv family, which meant Acceptiva forms would one day be sunset. Though they weren't forced to switch to Qgiv and could have gone with another platform, they decided that proactively switching to Qgiv's forms would be beneficial to their supporters and staff.

Once they switched, they realized most of their previous fundraising challenges were solved by Qgiv as they adopted new products and features. Let's take a look at some of those challenges.

Brand Awareness

To improve donor confidence, Catholic Charities Terre Haute needed to implement a cohesive branding strategy so their mailers and social media presence, for example, would align with their online donation forms and event pages. They felt their donation forms weren't easily recognizable, and they couldn't add impact images and statements to communicate how each donation affected their mission for a particular campaign or donation form.

Unfortunately, the platform they were using, Acceptiva, was limited in its capacity to create a well-designed and intuitive form for their donors to use. Forms that aren't well-branded or designed for an easy user experience don't give the best impression to donors.

Not only were their forms lacking on the front end, but the back-end creation for the team was a challenge. Although they received excellent support from the Acceptiva customer support team, they felt limited by the features available to them. They had no way to easily duplicate or clone existing forms and spent a lot of time on

creation and editing—they needed something more modern and user-friendly.

Campaigns and Events

For several years, Catholic Charities Terre Haute hosted their annual Wabash Valley Rubber Duck Regatta but lacked the ability to quickly create their own event page online. As a result, they didn't have an easy way to manage merchandise sales and credit or debit card payments.

The Wabash Valley Rubber Duck Regatta is their largest event and features the release of 15,000 yellow rubber ducks into the Wabash River. The participant with the winning duck receives \$10,000. A large revenue driver for this event is focused on merchandise sales. In previous years, when someone wanted to purchase an item via credit or debit card, Catholic Charities Terre Haute didn't have an easy way to process payment, cover credit card fees, or send accurate receipts with proper tax acknowledgements.



Additionally, they realized that inaccurate receipts were negatively impacting donor confidence and causing confusion. They wanted to ensure that their receipts were correct not only for the sake of their supporters, but also for their small team so they didn't spend unnecessary time researching donations. Moreover, they lacked the ability to personalize their receipts to scale their donor stewardship efforts.

Another event, their annual sock and underwear drive, previously relied solely on physical donations, which had been decreasing over time. This campaign relied on neighborhood host houses to serve as donation collection centers, which weren't always convenient.

They observed over the years that people are busy—they don't always remember to stop at a store, pick up socks and underwear, and then take them over to the neighborhood hosts' houses.

As a result, Catholic Charities Terre Haute realized they needed to make this process easier for donors by giving them additional options to contribute both physical items and monetary donations.

They also lacked an easy way to track key metrics and compare performance based on year-over-year benchmarks to stay on top of their overall event health.

SOLUTIONS

Proactively Switching to Qgiv

After careful consideration, Catholic Charities Terre Haute concluded that switching to Qgiv would be the best way to set themselves up for future success. They wanted to be proactive by transitioning to a new platform since Acceptiva forms will eventually be sunset.

They strategically coordinated with the Qgiv team and created a timeline that was convenient for them—having to switch in the middle of an event would have been less than ideal but the real win was discovering everything Qgiv has to offer. Once they made the switch, they knew right away they didn't want to turn back or seek another platform.

After switching to Qgiv, Catholic Charities Terre Haute worked closely with the Qgiv team to enhance their donation forms and learned how Qgiv's peer-to-peer and event management tools would help them provide a better donor experience and enable their team to close

some gaps in their fundraising and stewardship strategies. They learned they could quickly set up their own event pages and discovered how easy it was to customize them. The more they learned about the platform, the more creative they were able to get by leveraging different features. They were also happy to learn that Qgiv, like Acceptiva, has transparent pricing and no long-term commitments.

Customer Support

When it came time to switch, Catholic Charities Terre Haute felt they were consistently supported during the transition and beyond. Remember those recurring donations that needed to be transitioned to Qgiv? The Customer Experience Team was there every step of the way to ensure transferring their recurring donors into the Qgiv system went smoothly.

In addition to enjoying their interactions with Qgiv's Customer Experience Team, Catholic Charities Terre Haute has also appreciated

Qgiv's Help Desk. The Help Desk is a robust, self-serve knowledge base that gives Qgiv clients access to how-to articles and videos, quick-start guides, the Qgiv User Community, fundraising resources, and more.

The Qgiv system is also updated biweekly with new features and tools, often based on customer feedback and enhancement requests. Catholic Charities Terre Haute has been consistently impressed by the fact that customer feedback is listened to and acted upon, which results in new features and tools being added to the Qgiv platform on a regular basis.

Improved Brand Awareness

With Qgiv, Catholic Charities Terre Haute improved donor confidence thanks to the ability to create donation forms with impact images and statements. Their form branding was instantly recognizable to donors, and they could deliver a more personalized giving experience through the form's design and customizable receipts.

Older donors and volunteers were initially a little skeptical when they heard about switching to a new platform, but they adapted very quickly thanks to Qgiv's modern and user-friendly giving forms.

In addition to their year-round donation form, Catholic Charities Terre Haute has created numerous unique, branded forms to support a variety of initiatives, such as giving days like Giving Tuesday, food and funds drives, and more! Their team of four saved time editing and creating forms by cloning and using the drag and drop form builder.

Not only did their donation forms get a much-needed makeover, they were also able to implement that same cohesive branding on their event pages and try some new tactics to better engage supporters online.

I always feel that when we ask a question or have ideas for things our feedback is listened to. As a customer, you want to make sure that your concerns and issues are addressed, and that's been a great part of our partnership with Qgiv as well.

~ Jennifer Tames, Assistant Agency Director

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You Create Hope

When children are home over the weekend, the last thing they should worry about is hunger. Our Back Pack Program sends easy to prepare food home every weekend - thank you for helping to fill those bags!

Terre Haute Catholic Charities Foodbank filled over **11,000 backpacks** with nutritious food last school year.

A gift of \$254 provides a child a backpack for an entire school year!

One Time

Monthly



+

✕

Enhanced Campaigns and Events

In addition to being able to customize the look and feel of their donation forms and events, Catholic Charities Terre Haute learned more about the additional features available to them. They leveraged new ways to help them raise more, such as enabling recurring giving nudges to encourage one-time donors to become recurring donors.

They've also implemented GiftAssist, a feature that makes it possible for donors to cover transaction fees. They have the flexibility to offer GiftAssist on some forms and events and not others. In 2023, Catholic Charities Terre Haute decided to create an event page that supporters could use to easily purchase merchandise online via credit card for the Wabash Valley Rubber Duck Regatta.

This new strategy of adding an online event page was implemented during the last two weeks of their campaign, and supporters quickly embraced the new method of payment collection—in fact, no one had any issue covering the credit card processing fees with GiftAssist enabled! They took it a step further and customized their receipts with personalization tokens that included the proper tax acknowledgements for this initiative. Donors no longer had to question if their receipts were accurate, and their team reallocated time that used to be spent researching amounts and validating receipts to other initiatives.

For all of their events, they've enjoyed being able to implement promo codes and dynamic custom fields that display based on the package type.

Peer-to-Peer Events

Catholic Charities Terre Haute found that peer-to-peer events are a great way to mobilize

your community and engage and motivate supporters to fundraise on your behalf while inspiring a little friendly competition.

Regarding their sock and underwear drive, they decided to leverage the power of peer-to-peer to give their community more ways to support the drive by collecting monetary gifts.

For the peer-to-peer event, they set up neighborhood team pages, so donors could easily make gifts by clicking links that neighborhood hosts would share. They also posted QR codes on fliers and donation drop-off barrels to encourage additional donations. It took no time for donors to scan the code, land on the peer-to-peer page, select their neighborhood, and donate! Peer-to-peer pages also featured leaderboards so participants could see how their neighborhood compared to others.

Another event called Fairs Cares was created to get monetary donations and goods for their foodbank. In 2019, the first year of the event, they set up a barrel near the entrance of the Vigo County Fair staffed by volunteers to collect food. They ended up with 608 pounds of food but not a single monetary donation. They knew there had to be a better way, so the next time they were able to host the event in 2021, they really pushed for monetary donations and ended up with \$1,056.

By 2022's event, they decided to convert Fairs Cares to a peer-to-peer event in order to focus even more on monetary contributions. They found that this was a great opportunity to switch from a food and funds drive to solely a funds drive to support the Foodbank. They loved the ability to customize their peer-to-peer page with sponsor logos and information that educated supporters about the number of individuals in Vigo County with food insecurity and shined a light on how the Indiana State Fair was involved in the campaign.

Catholic Charities Terre Haute was also able to engage the Vigo County Fair queen candidates. They rose to the challenge, created a team, and shared their participant pages with friends and family. The queen candidates could easily see and track their goals. Additionally, the participants were given materials from Catholic Charities Terre Haute that they could send via email and engage their networks.

They've also loved the ability to input offline gifts so fundraisers knew exactly how much they helped raise regardless of the payment method, and, thanks to the dashboards, staff could easily tell how much revenue came from online gifts versus offline gifts.

In addition to features that drove awareness with supporters, their staff team was able to easily track fundraising performance. They

utilized Qgiv's fundraising dashboards, which have become one of Catholic Charities Terre Haute's favorite features!

The dashboards give them an instant pulse check to see how the Fairs Cares peer-to-peer event and other events and forms are performing so they can more accurately track their goals and help build momentum when needed.

“As nonprofit fundraisers, we're always looking for easy ways to track every dollar that goes into an event, and dashboards make it easy to see it all in one place.”

~ Jennifer Tames, Assistant Agency Director

THE RESULTS

Partnering with Qgiv has helped Catholic Charities Terre Haute enhance their campaigns and events, improve their brand awareness, and scale their stewardship efforts to build trust among donors. They formed a partnership with Qgiv's Customer Experience Team and used supplemental resources created by the Qgiv team along the way.

“When the opportunity was presented to move from Acceptiva to Qgiv, of course we were hesitant to make the switch—no one likes change, and that can be a hard thing to do. But we took the time to really consider it and review what features would be available to us. In the end, it was really the right choice to make. Moving to Qgiv has definitely been one of the best moves we've ever made!”

~ Jennifer Tames, Assistant Agency Director

Their recurring donations have increased by 45%, 31% of their donors have covered credit card processing fees with GiftAssist, they increased merchandise sales for the Wabash Valley Rubber Duck Regatta, and last but not least they raised 179% more for Fairs Cares with fewer volunteer and staff hours after converting it to a peer-to-peer event.

THE TAKEAWAY

Catholic Charities has been able to better engage their community to help them move their mission forward thanks to the features and tools provided by Qgiv. By switching on their timeline, they ensured there would be no disruptions to events, staff, or volunteers. The benefits seen by staff and donors have solidified the fact that they made the right choice to switch from Acceptiva to Qgiv.



I have learned in my time working in the nonprofit world that it doesn't make sense to reinvent the wheel. We all have very little time, and it's so important to find tools that you can quickly and easily leverage to help you be more successful.

~ Jennifer Tames, Assistant Agency Director

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